WRESTLING SPOTLIGHT™

Volume No. 4
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IN THIS ISSUE: TWO GIANT WARRIOR POSTERS

ULTIMATE WARRIOR

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A Note From The Publisher

Cover Photo: Steve Taylor
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THIS ISSUE of *WWF Wrestling Spotlight* hits the newsstands at a time when the featured superstar, the Ultimate Warrior, is at a major crossroads in his ring career. As you know, in *WrestleMania V* the Warrior lost his WWF Intercontinental Title to Ravishing Rick Rude, under very controversial circumstances. Now the Warrior is totally focused on regaining the championship belt—and on wreaking vengeance on Rude, as well as his manager, Bobby "The Brain" Heenan, whose interference caused the *WrestleMania V* defeat. Thus, this *Spotlight* comes at a most interesting time, and the insights it provides are especially meaningful.

Spotlight examines the Warrior's fiery career, his key matches, his awesome arsenal of weapons and his conflict with the man most fans believe stole the title—Ravishing Rick Rude. As a special bonus, *Spotlight* features an article describing the Warrior—in his own words.

As in the last issue, this *Spotlight* contains two posters, with the catalog of WWF merchandise wrapped around the posters to protect them. To remove the posters, first take out the catalog.

We hope that you enjoy this newest *WWF Wrestling Spotlight* and that it increases your understanding and appreciation of the Ultimate Warrior as he strives to take back his championship title.

Linda M. Kelly
Publisher &
Editor-in-Chief

Ultimate Warrior

Rage To Conquer

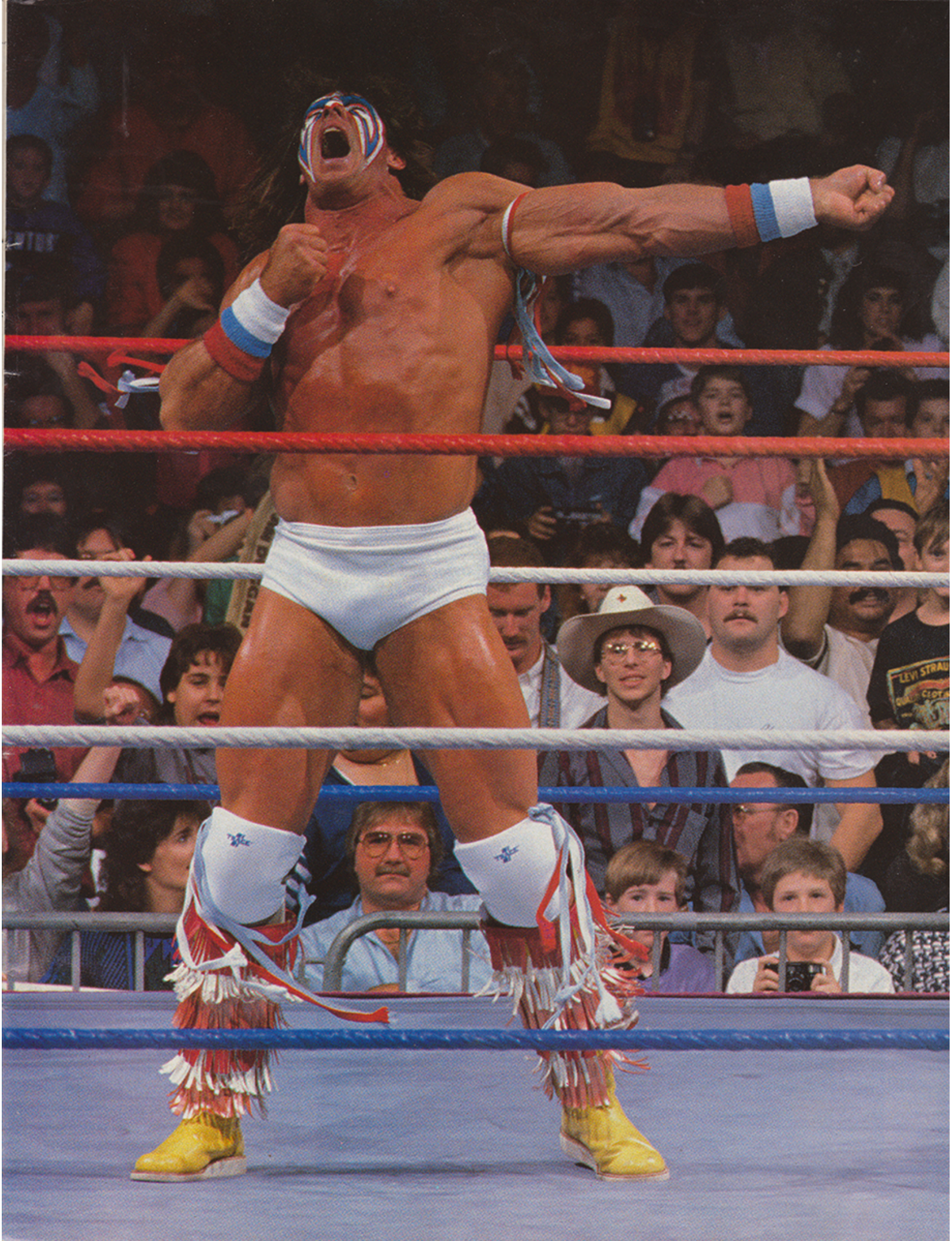
HE EXPLODED ON the World Wrestling Federation like a flaming meteorite, destroying his competitors and rocking the mat world. Teeth gritted and eyes squinted beneath his fluorescent face paint, the Ultimate Warrior has blazed his way to immortality in a relatively short period, commanding main events wherever he has traveled and vanquishing many of the sport's most vaunted combatants.

Possessing a physique that radiates immense power and a soul that has a rage to conquer, the Warrior has proved himself to be one of the mightiest gladiators ever to step into the squared circle. Those who've been victimized by his power moves swear that he is strong enough to realign the planets.

Still, his reputation did not come easily. To attain the status he now enjoys, the Warrior has had to dig down deep, finding the fire within himself to wage war with titans of the ring.

The first major competitor to step into the Warrior's path was the incredible Hercules, then under the management of Bobby "The Brain" Heenan. Like the Warrior, Hercules was blessed with the body of an Adonis but was considered the more dangerous of the two due to his experience in the WWF and Heenan's devious influence.

Declaring his superiority, the Ultimate Warrior pounds his chest in front of the thousands of fans who love him.



When the two musclemen first clashed, they immediately attempted to psych one another out. They stood nose-to-nose in center ring, Hercules repeatedly exhaling through clenched teeth, the Warrior grunting. After each flexed his biceps, Hercules untangled the heavy chain wrapped around his torso and threw one end at the Warrior, daring him to partake in a dangerous game of tug of war. Tentatively, the Warrior lifted the chain and—keeping his eyes on Hercules—twisted it around his hands. With feet planted firmly apart and muscles rippling, the two lions began tugging. The contest swiftly shifted in the Warrior's favor. He began to reel his adversary toward him. Understanding that a loss was near, Hercules saved face by kicking the Warrior in the stomach while being pulled forward.

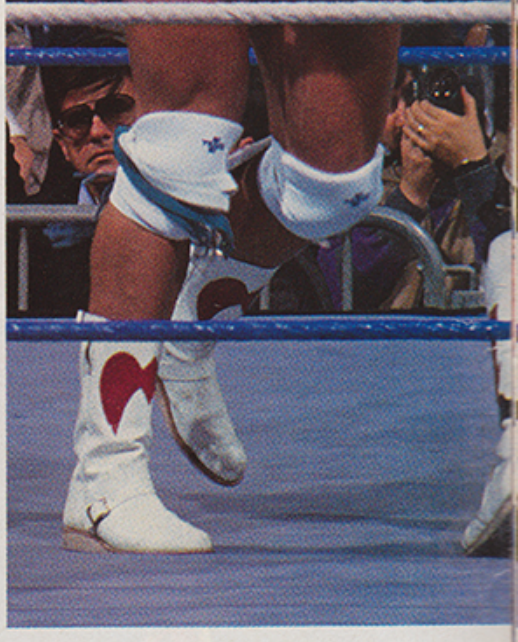
Briefly falling to the mat, the Warrior bounced right up, now burning for a piece of Hercules. Jerking his arms back, the Warrior tried to yank his foe toward him but instead snapped the chain with awesome strength.

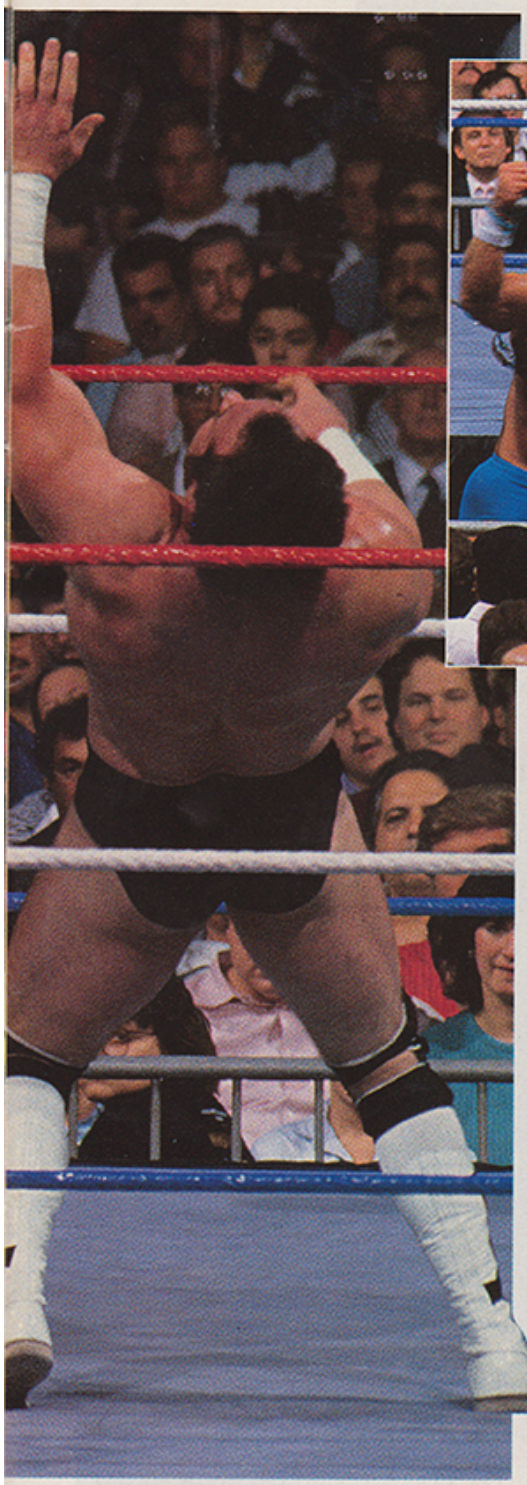
Hercules fell backward, embarrassed by his foe's display of power. Furious, he tied the chain around both of his hands and surged forward, thrusting the metal links into the Warrior's neck. Other wrestlers had to race down the aisle to aid the Warrior after Hercules wrapped the chain around his throat. However, once the choking stopped, the Warrior recovered from his beating, bounding out of the ring after Hercules, catching him in the aisle, twirling the chain around his neck and battering him all the way back to the dressing room.

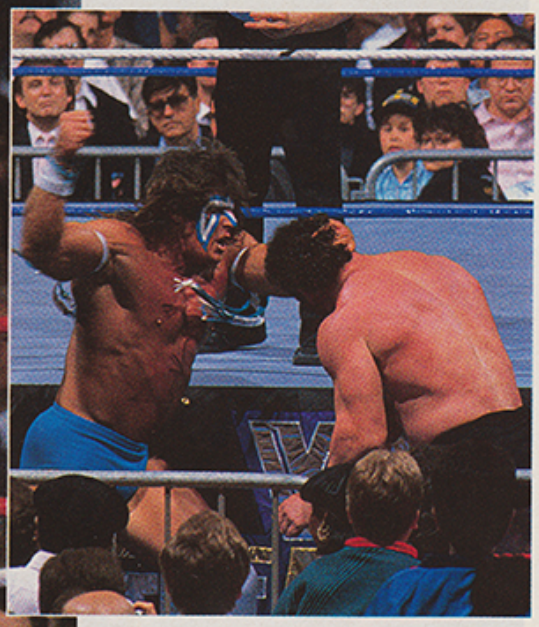
It was obvious that the rivalry between the two awesomely conditioned athletes was far from over, and a short time later, it was decided that they would resolve their differences at *WrestleMania IV* at the Trump Plaza Hotel and Casino in Atlantic City, New Jersey.

The eyes of the world were on Hercules, as he entered the ring first, pulling on the chain draped over his body. Suddenly, the Warrior's pulsating energy could be felt throbbing through the cavernous building. The fans rose to their feet to watch a determined Warrior hurtle down the grand staircase toward the ring, where he leapt onto the apron, gripped and shook the ropes, and motioned for Hercules to come forward and fight.

Below: The Warrior and Hercules stare each other down at* WrestleMania IV. *Right: Hercules staggers back after the Warrior nailed him with a hard left cross.







Their battle raged outside the ring, as well as inside, above. But in the end, the Warrior was the victor.

As in their first confrontation, the wrestlers quickly tried to intimidate each other mentally. Again, they stood nose-to-nose, daring one another to make the first move. Then they backed up and started to run the ropes. Believing that bouncing off the strands would give him the proper momentum to floor his opponent, Hercules rammed his shoulder into the charging Warrior. Shocking everyone, the Warrior merely took a step back and glared.

After they locked up collar-to-elbow, the Warrior backed his foe into the turnbuckles. The referee squeezed between the two granite athletes and commanded the Warrior to step back. He did, then uncorked a right, over the official's shoulder, at Hercules and followed with three hard chops.

Hercules believed he could gain an edge when he ducked under a Warrior clothesline and surprised his opponent with a clothesline of his own. But although the blow bent the Warrior slightly backward, he would not go down. Hercules gritted his teeth and laced into the Warrior with *another* clothesline. The Warrior's knees buckled, but he refused to fall and lumbered at his rival. Finally, Hercules backed up and flew at the Warrior with an extended arm, flooring him.

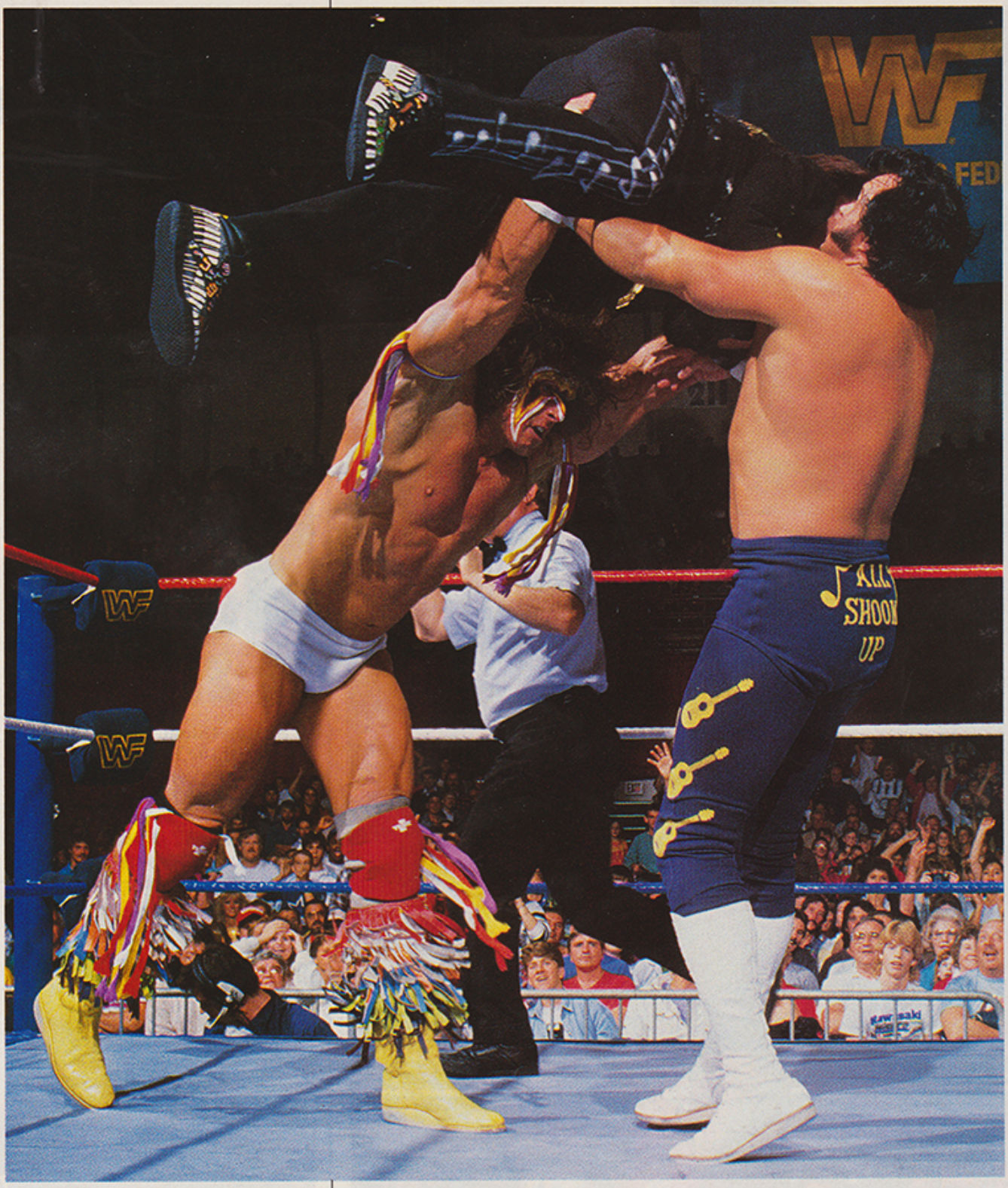
The Warrior rose, and Hercules, hoping to weaken his foe into a pinning position, cocked back his arm in preparation for a short-arm clothesline. But the Warrior beat him to the punch, victimizing Hercules with the same move.

After some tussling on the arena floor, Hercules managed to take charge in the ring, gripping the Warrior by the thighs and administering a reverse atomic drop. Sensing victory, Hercules slid behind his foe, trying to secure a full nelson. Dazed as the Warrior was, he had the presence of mind to wiggle, preventing Hercules from locking his fingers to apply the finishing maneuver. Pulling Hercules forward, the Warrior made it to the corner, where he pressed his feet against the turnbuckles and pushed backward. Both men fell to the mat, still tangled together, and the referee rushed over to start the count. The Warrior avoided being pinned by raising his massive shoulder at the count of two.

While the spectators cheered the ending, a jealous Hercules snuck behind his opponent and wrapped the chain around his neck. Fighting back against the sneak attack, the Warrior squeezed his fingers between the links, removed the chain and—emitting a war whoop—swung it over his head, sending Hercules flying toward the showers.

A little while later, Hercules' manager, Bobby Heenan, his confidence soaring due to a fluke win over Koko B. Ware in a three-man tag team match at *WrestleMania IV*, signed an open contract that came to be known as the Ultimate Mistake.

Hearing the news, the Warrior



ing the open contract, the Honky Tonk Man committed a catastrophe by agreeing to defend his Intercontinental Championship against "anyone" at *SummerSlam '88* after his scheduled opponent, Brutus "The Barber" Beefcake, was scratched from the card on doctor's orders.

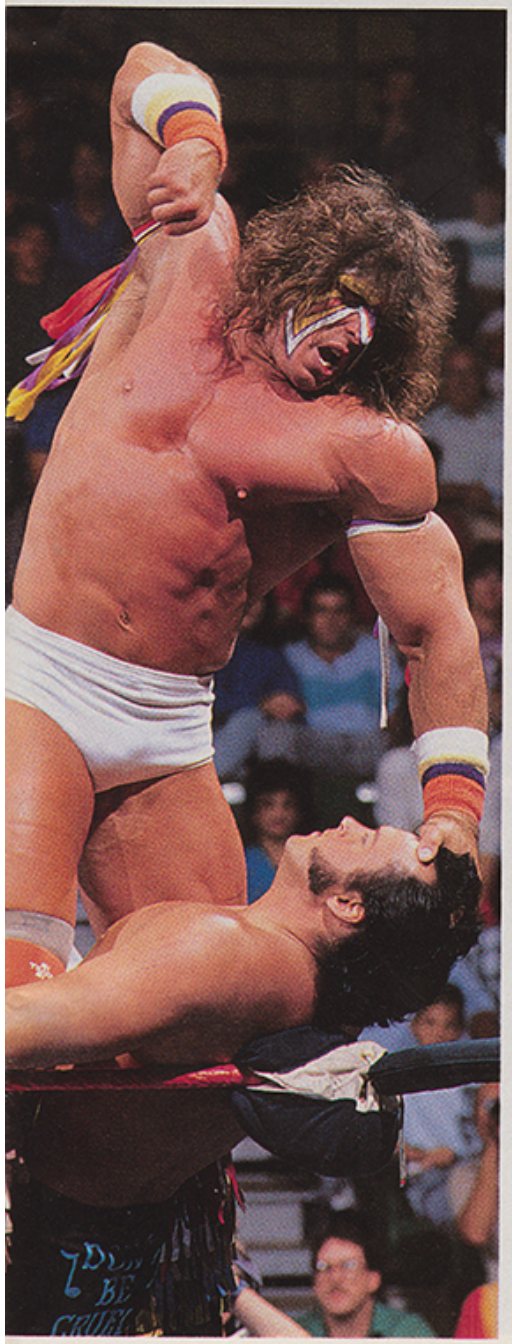
Proclaiming that he was "the greatest Intercontinental Champion of all time," the Honky Tonk Man—who held the title longer than any other wrestler—showed off his belt and wiggled around the ring, unconcerned about whom the WWF had chosen as his foe. When the Warrior stampeded down the aisle to thunderous cheers, Honky's smirk suddenly faded.

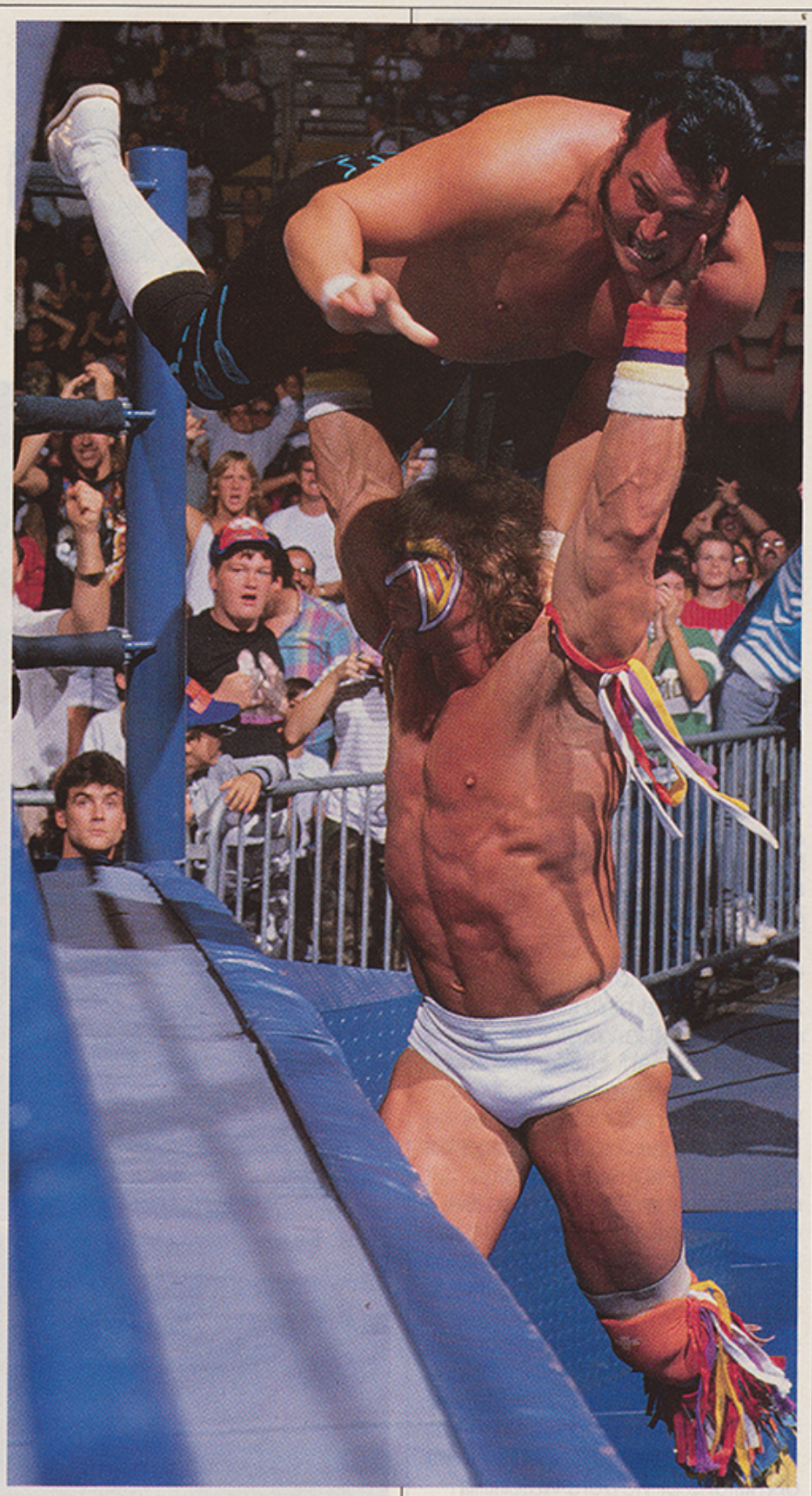
Anyone blinking would have missed the match. The Warrior seemed to be powered by rocket fuel as he completely overran the champion. As the timekeeper was ringing the bell, the Warrior popped Honky with three smashing rights, bodyslammed him, leveled him with a clothesline, hooked the leg

and covered him for the pin. That was it. As cheers thundered from every corner of Madison Square Garden, the Warrior was awarded his new belt.

Honky was flabbergasted and enraged. Together with his manager, Colonel Jimmy Hart, he concocted a plan to embarrass and injure the Intercontinental Champion.

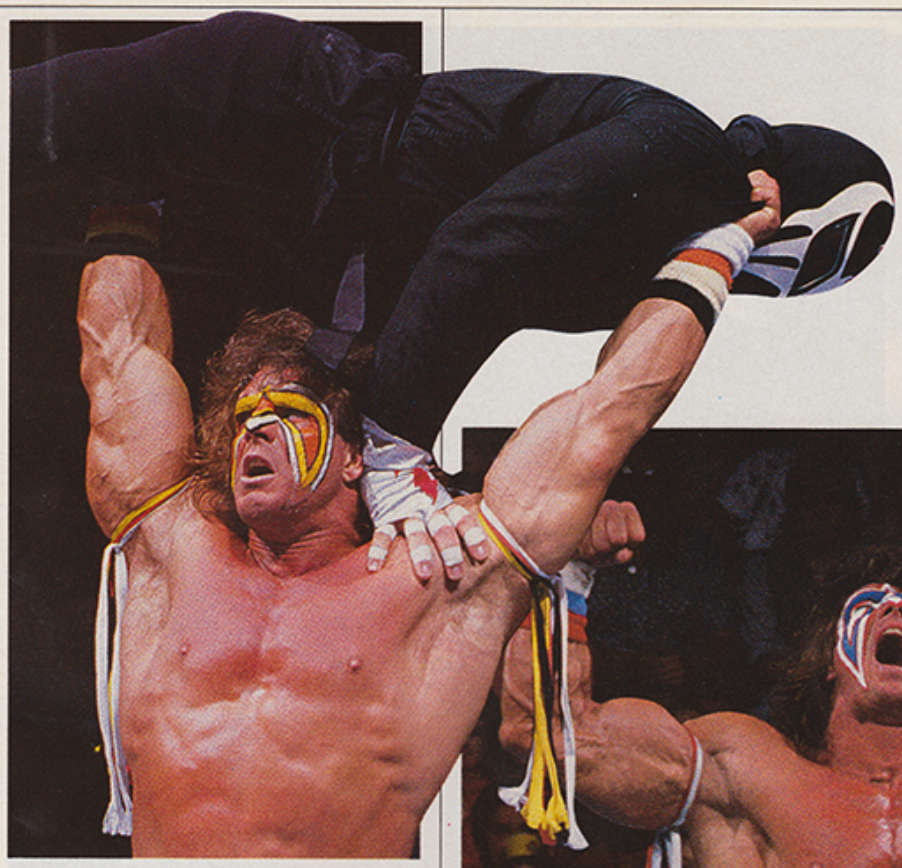
Left: The Warrior hurls Jimmy Hart onto Honky Tonk. Below: Mounting the second turnbuckle, the Warrior unloads on the Elvis clone. Right: Honky couldn't escape the Warrior's wrath.





The Warrior was standing on an interview platform during a nationally televised broadcast when Hart approached. "Honky Tonk Man is the greatest Intercontinental Champion of all time!" Hart shouted over his megaphone. "And you, musclehead, will never destroy the Honky Tonk Man! You are nothing! You are zero!"

Surprised by the puny manager's boldness, the Warrior pointed at Hart and demanded that he bring out Honky to back up the boasts. The titlist did not realize



***The Warrior presses Super Ninja overhead on a* Saturday Night's Main Event *title defense and wins the Super Posedown against Rude at the* Royal Rumble.**

that the Elvis impersonator was lurking behind him, swinging his guitar. While the Warrior remained focused on Hart, Honky bashed his enemy across the spine with the instrument. The Warrior fell but swiftly rose to battle. Using his guitar as an equalizer, Honky cracked the weapon across the champion's skull and back, then thrust the head of the instrument into his ribs. Finally beating the Warrior down, Honky and Hart strolled back to the dressing room triumphantly.

But their victory was short-lived. The Warrior pursued Honky until the violation was avenged in front of millions of viewers watching NBC's *Saturday Night's Main Event*.

It was obvious from the beginning of the bout that Honky was not looking forward to tangling with his remarkably sculpted foe. The Memphis bad boy stalled outside the ring, then started to retreat toward the dressing room.

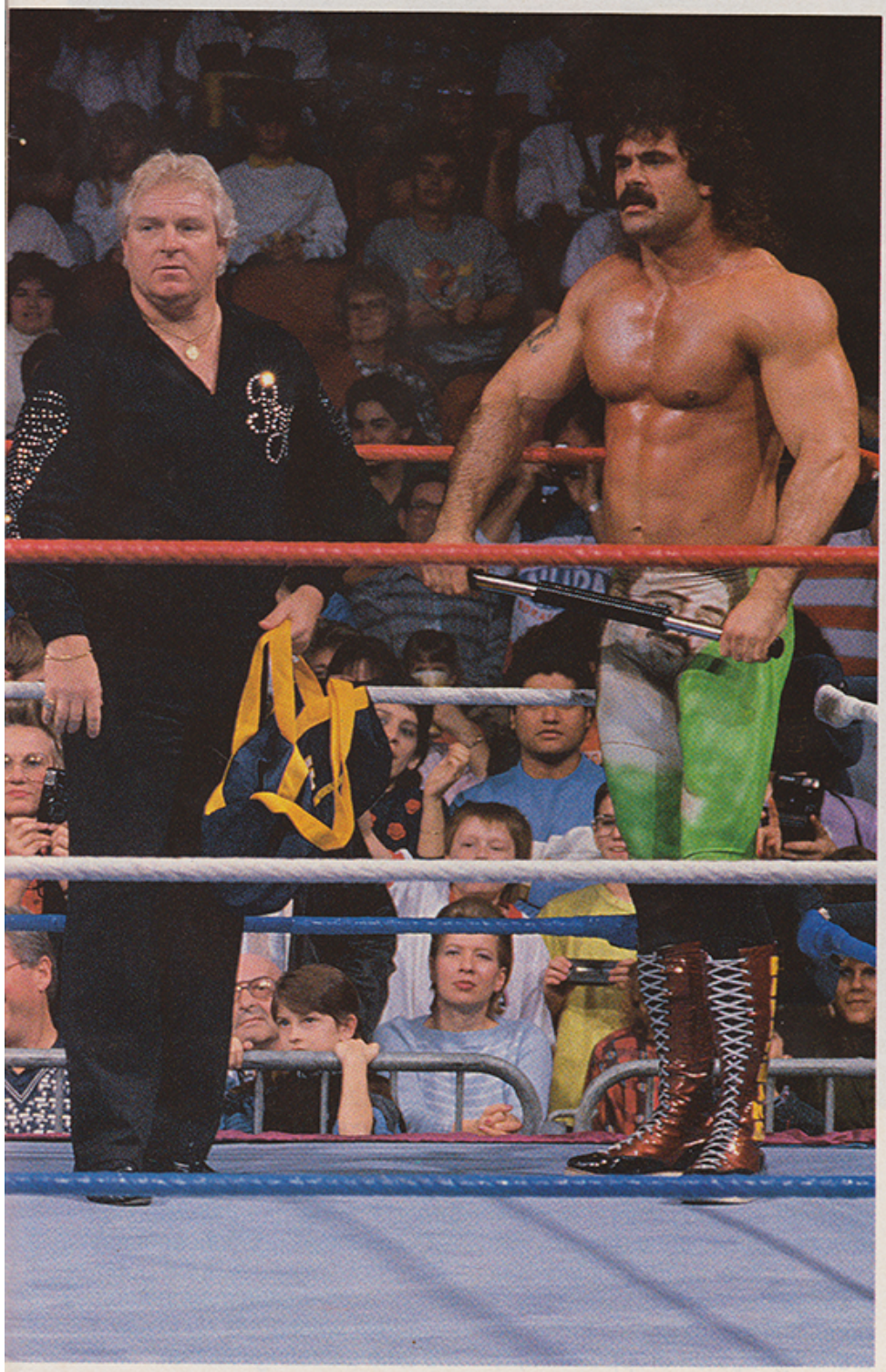
The Warrior hunted him down, gorilla-pressed him high in the air, carried him down the aisle and tossed him into the squared circle.

Hart hopped onto the apron to confer with his worried protégé. The Warrior casually marched over, grabbed each man by the hair and banged their heads together. Then he lifted Honky by the neck and hurled him across the ring.

The former titlist seized an opportunity to punish his big opponent after the Warrior missed a shoulderblock and collided with the turnbuckles. While Hart distracted the referee, Honky snatched his manager's megaphone and jabbed it into the Warrior's ribs. Gloating over the situation, Honky sneered at the fans and wiggled his hips. Then, as Hart reached up from the arena floor to hold the Warrior's neck against the mat, Honky stomped his foe.

The Warrior was anything but finished. With the fans encouraging him to rally, he suddenly jumped to his feet, chopped Honky across the shoulders and bodyslammed him. But when the Warrior missed an elbowdrop, Honky again regained control.

The end of the bout occurred after Honky propelled himself off the ropes and raced toward the Warrior with an extended arm. The Warrior ducked under the attack. Honky continued running, bouncing himself off the opposite ropes and trying for another clothesline. The Warrior avoided this move as well, then charged into Honky with a flying shoulder. The so-called "greatest Intercontinental Champion of all time" crashed backward onto the canvas, and the Warrior covered him for the three-count.



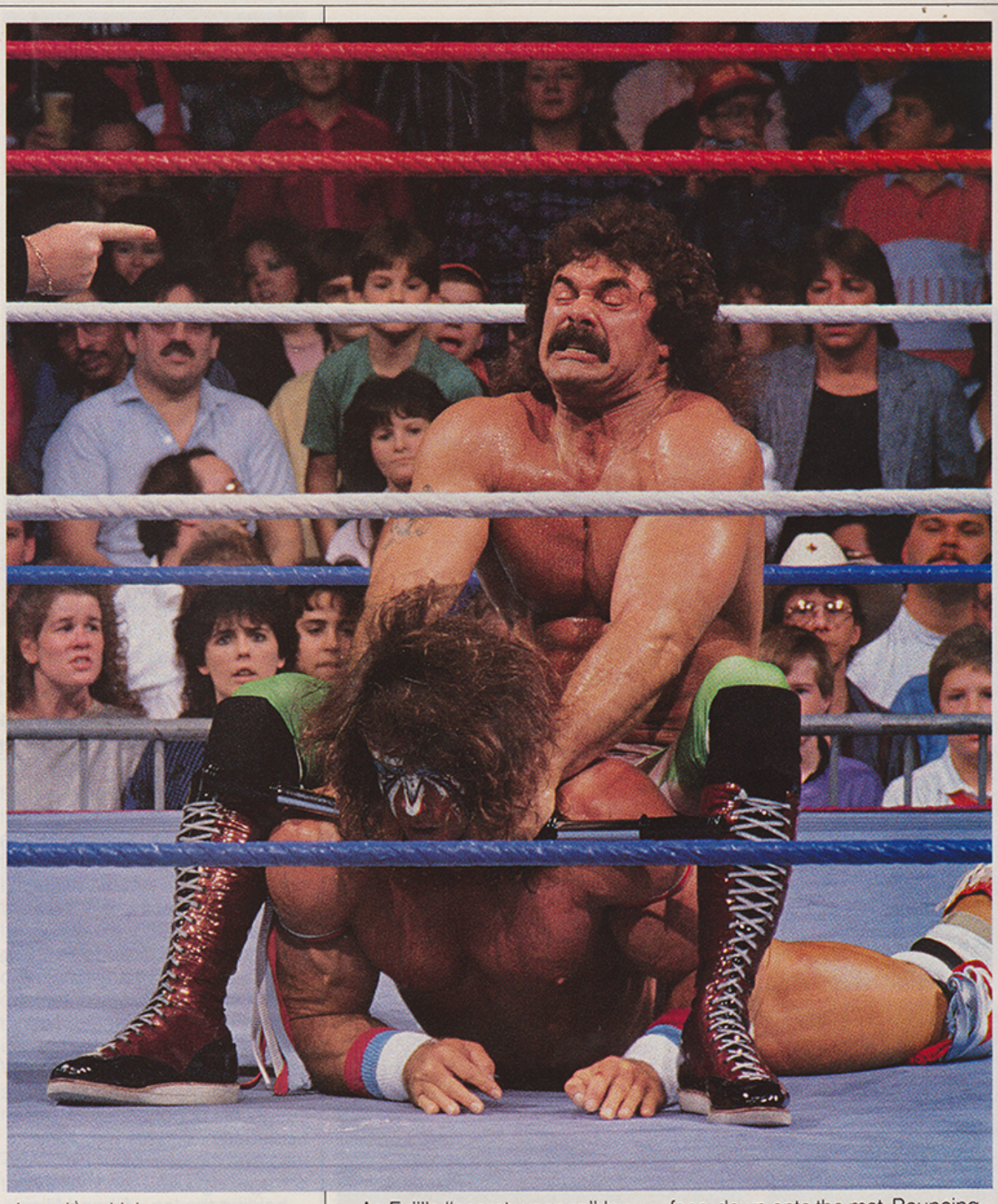
Even before the Ultimate Warrior finished off Honky, some mat experts began saying that the superstar was unbeatable. Manager Mr. Fuji scoffed at the notion. He claimed he had found a mystery man in the Orient who could render the titlist helpless within minutes by combining martial arts and western wrestling skills. The Japanese adviser refused to divulge any more details about the black-hooded man called Super Ninja. "Secrecy is the key to victory," Fuji said.

Rising to the challenge, the Warrior requested a match against Fuji's discovery, saying, "War holds no secrets. War holds only victory for the Ultimate Warrior."

The showdown, seen on NBC's *Saturday Night's Main Event*, started with Super Ninja's firing his best shots. At the bell, he charged the Warrior, chopping him across the neck and shoulders. If the champion felt any pain, he did not show it. He simply took a deep breath and pounded his chest.

Undeterred, Ninja released a side kick at his foe. The Warrior caught his opponent's foot and twisted him onto the mat. Ninja rose and threw another kick. Warrior again blocked the shot, then —holding the leg—flipped Ninja onto his head.

Changing tactics, Ninja began to run the ropes, perhaps hoping to use speed to wear down the titlist. The Warrior measured his opponent perfectly, leapfrogging him, then beating Ninja at his own game by knocking him out of the



ring with a kick.

Following Ninja onto the arena floor, the Warrior scooped him up and pitched him through the air into the ring, where the assault continued. The Warrior slung his foe off the ropes and delivered an elbow to the neck, then stung Ninja with a stiff clothesline.

As Fuji"s "secret weapon" lay barely conscious on the canvas, the Warrior delighted fans with a gesture indicating that he was about to administer the gorilla press. As spectators shouted, "Do it! Do it!" the Warrior hoisted his horizontal foe up toward the arena lights, then dropped him, face-down onto the mat. Bouncing off the ropes, the champion splashed his opponent and turned him over for the victory.

Commented announcer Jesse "The Body" Ventura, "It's a good thing this guy wore a mask because I wouldn't want anybody to see *me* take a beating like that."

Left: After whacking the workout bar across the neck of the Warrior, Rude choked him with it. Above: When he regained consciousness, the Warrior attacked officials and medical personnel.

Mask or not, Ninja lost his drive to endure the rigors of the mat wars; after his match with the Warrior, the hooded mystery man was never seen or heard from again.

Ravishing Rick Rude was there that night, surveying the Warrior's match from the wings. From the instant the Warrior entered the WWF, Rude felt an animosity toward him. The underpinnings of the contempt were never a secret, either; Rude, who insists that he has the most beautiful body in professional wrestling, considered the brawny Warrior a threat to that distinction.

So obsessed with the issue was Rude that he challenged the Intercontinental Champion to a "Super Posedown" on the *Royal Rumble* undercard. Each man flexed in a variety of poses, and fan applause determined who was superior. When it was apparent that the Warrior would win the competition, Bobby "The Brain" Heenan sprayed baby oil into the Warrior's eyes, blinding him. Then Ravishing Rick knocked the Warrior out with an exercise bar and choked him.

Nobody had ever pounded the Warrior into such a vulnerable position. When he regained consciousness, he lashed out at the WWF officials who helped revive him, throwing them from the ring. For weeks afterward, the Warrior was fixated on Rude, getting involved in his matches and speaking about him nonstop during interviews. "The Ultimate Warrior has one goal, one drive, one target," the Warrior said, "and that's trapping that coward Rude between the ropes and unloading on him with everything in my being."

The Warrior's opportunity to confront Rude came soon enough. The pair would have their most memorable clash amid the glitter and intrigue of Trump Plaza's nightclubs and roulette tables at *WrestleMania V*. WF

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Ultimate Warrior Trivia Quiz

By Larry Humber

HOW WELL do you know the Ultimate Warrior? The following quiz will test your knowledge of the Warrior and his accomplishments.

There are five categories of questions, followed by a special Tough Stuff category. The first five categories are for your entertainment only. There are five questions in each of those five categories, for a total of 25. Award yourself a point for every correct answer.

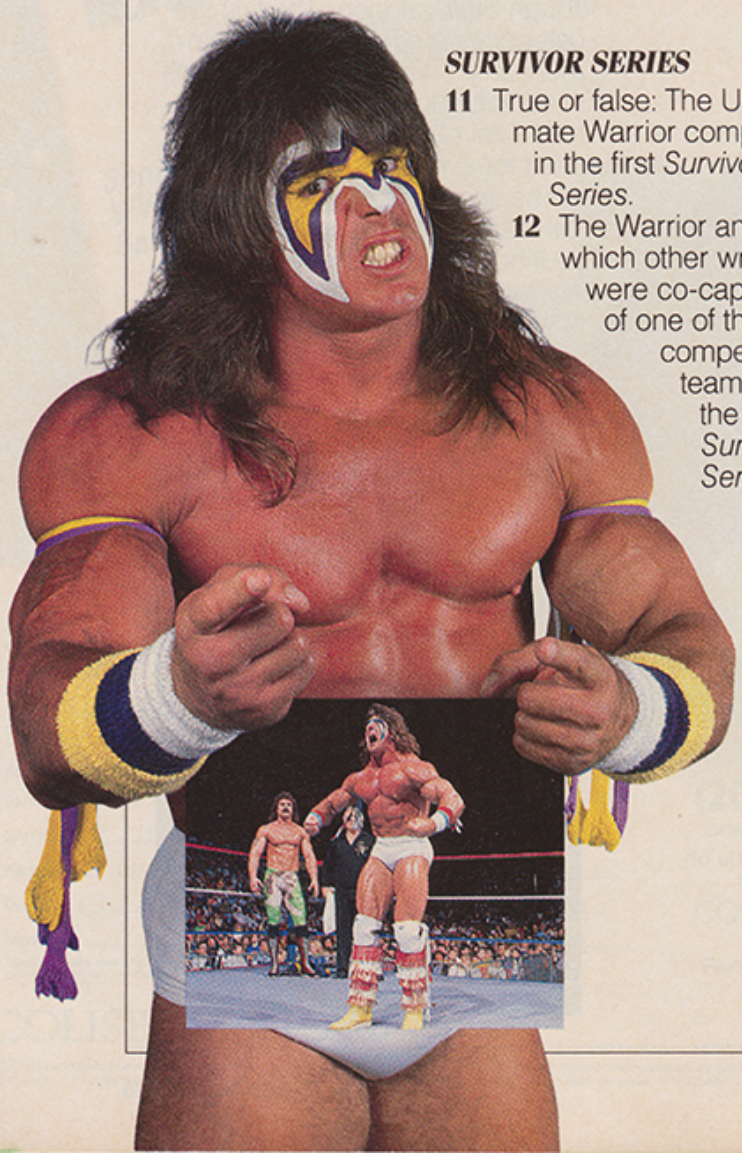
The final category, Tough Stuff, will really have you scratching your head. That's why we're asking readers to send in their answers to that category. The correct answers will be published in the next issue of *WWF Wrestling Spotlight*, along with the names of the first 5 readers who come up with the correct answers. They'll receive a free membership to the 1989 WWF Fan Club.

TAKING THE TITLE

1 Whom did the Warrior defeat to capture the Intercontinental Championship?
2 For whom was the Warrior subbing in that bout?
3 When did it become known that the Warrior was going to be involved in that memorable bout?
4 True or false: The Warrior's opponent never had time to remove his jewel-studded suit.
5 What move was used by the Warrior to end the bout?

HEROES

6 In his first full interview in *WWF Magazine*, the Ultimate Warrior talked about the great warriors of the past. The first he mentioned was _____ at the fall of Troy.
7 He also mentioned _____ the Great.
8 A third warrior mentioned was Julius ____.
9 A lesser-known warrior he admires was Ragnar the _____.
10 Finally, the Ultimate Warrior singled out which guitar-playing grappler as "a coward"?



SURVIVOR SERIES

11 True or false: The Ultimate Warrior competed in the first *Survivor Series*.
12 The Warrior and which other wrestler were co-captains of one of the competing teams at the last *Survivor Series*?
13 A member of their team is often seen in cowboy garb. Who is he?
14 The Warrior's team was pitted against a team co-captained by the Honky Tonk Man and who else?
15 Name another member of that team.

ROYAL RUMBLE

16 The Warrior met Rick Rude at the *Royal Rumble* in what was billed as a Super _____.
17 Who did the judging?
18 Who came to Rude's aid when it appeared he had lost?
19 Rude then attacked the Warrior with what?
20 When the Warrior came to his senses, he started flailing away at what?

WARRIOR STUFF

21 The Ultimate Warrior weighs in at 270, 275 or 280 pounds?
22 True or false: The Warrior is one of five WWF personalities pictured on the cover of the 1989 Superstars wrestling calendar.
23 Is his buddy Brutus Beefcake also pictured on the cover of that calendar?
24 The Warrior is the subject of the fourth *WWF Wrestling Spotlight*. Who was featured in the three previous issues?
25 What bit of Warrior merchandise is not yet available for purchase: postcard, button, T-shirt, poster, beach towel or wristband set?

(For answers to questions 1 through 25 see page 43.)

TOUGH STUFF

(Send answers to *WWF Magazine*, Box 3859, Stamford, CT 06905. Postcards *only*, please.)

a) What month in 1988 did the Ultimate Warrior first appear on the cover of *WWF Magazine*?
b) What friend of the Warrior came to Hulk Hogan's aid after he was attacked by Randy Savage on *Saturday Night's Main Event*?
c) With what member of the opposing team did the Warrior first make contact in the last *Survivor Series*?
d) Another of the warriors the Warrior referred to in his first WWF interview was a Mongol conqueror who passed away in 1227. Name him.
e) The Warrior recently told *WWF Magazine* he would "rip that belt off that scum and tear it to shreds." To what belt was he referring, and who wears it?

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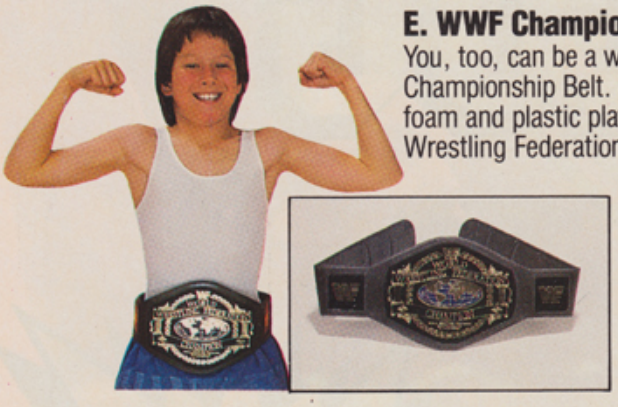
C. NEW! Macho Madness™ Sunglass T-Shirt
All eyes will be on you when you wear this T-shirt of "Macho Man" Randy Savage, complete with a three-dimensional applique of his sunglasses. Cotton/poly blend, American made.
01-00330 youth medium (10–12) **$10.95**
Adult sizes priced at **$12.95**
01-00331 small
01-00332 medium
01-00333 large
01-00334 x-large

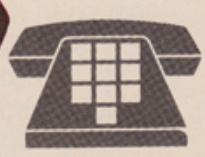
D. Macho Madness™ Mug
Our Macho Madness Mug comes in a convenient 12 oz. size with a sloshproof travel lid. Made of hi-impact plastic, fully insulated construction, keeps drinks hot or cold for hours. Perfect for the car, doubles as a can cooler. Made in the USA, dishwasher safe.
19-00104 . . . . . **$4.95**



E. WWF Championship Belt
You, too, can be a winner when you wear our WWF Championship Belt. 41¾″ × 3″, the belt is made of black foam and plastic plates emblazoned with World Wrestling Federation Champion and WWF logos in metallic gold color. Just cut to fit and secure with two adhesive squares included, USA made.
06-00125 . . . . . **$11.95**

F. "Macho Man" Randy Savage Boxer Shorts
A fun gift for your "Macho Man" is our 100% cotton boxer shorts. Orange and purple print on white with button fly and elastic waistband. Machine wash/dry. She'll love to wear them, too, as shorts! **$11.95**
06-00128 small (28–30″)
06-00129 medium (32–34″)
06-00130 large (36–38″)
06-00131 x-large (40–42″)

G. NEW! Elizabeth T-Shirt
Fans of "The First Lady of Wrestling"™ will love this real-life photograph of Elizabeth transferred onto a royal blue 50% cotton/ 50% poly T-shirt. American made.
01-00352 youth medium (10–12) **$10.95**
Adult sizes priced at **$12.95**
01-00353 small
01-00354 medium
01-00355 large
01-00356 x-large



CHARGE IT!
(203) 353-2800
Mon–Fri. 9:00 a.m.–5:00 p.m.

HULK RULES™

A. NEW! Hulk Rules™ Painter's Cap
You'll be proud to wear this 100% cotton painter's cap in red with a bold Hulk Rules logo in yellow and WWF emblem on top. Adjustable strap, one size fits all. American made.
02-00114 . . . . . **$7.95**

B. NEW! Hulk Rules™ Bandana
No one will doubt you're a Hulkster fan when you wear this 22″ × 22″ cotton/poly blend bandana. In red with Hulk Rules and WWF logos in bright yellow. Comes with instructions on how to tie as a bandana or headband. Made in USA.
03-00112 . . . . . **$4.95**

C. NEW! Little Hulkster™ Baseball Hat
Kids will love wearing this baseball hat made in the USA of polyester, in a size that's just right for Little Hulksters. In red with a bright yellow puff print, mesh back and adjustable strap to fit ages 1–6 years old.
02-00112 . . . . . **$5.95**

D. NEW! Hulkamania™ Beach Robe
Make a splash at the beach or pool with our Hulkamania robe. Made in the USA of flame-retardant stretch terry/polyester. In white with a bold red Hulkamania logo on the back and a royal blue World Wrestling Federation emblem on the front. Belt included, machine wash/dry. Not intended for sleepwear.
06-00132 youth small (3–6x) **$17.95**
06-00133 youth medium (7–10)

E. NEW! Hulk Rules™ T-Shirt
See back cover for details.

F. NEW! Hulkamania™ Mug
You'll want to take this mug to the pool or beach, to ballgames. Use in the car, wherever Hulkamaniacs go! 12 oz. capacity, double-wall construction with full foam insulation to keep drinks hot or cold for hours. Made in USA. Dishwasher safe.
19-00105 . . . . . **$4.95**

H. Little Hulkster™ Bib
Little Hulksters will be fully protected in our 100% cotton terry bib. A generous 11¾″ × 10¼″ across with red trim and ties. Machine washable, American made.
06-00126 . . . . . **$4.95**

G. NEW! Hulk Hogan Bath Puppet
Spend hours of fun with the Hulkster in the bathtub, at the pool and at playtime with this washcloth puppet. Features a real-life photo of Hulk Hogan transferred onto soft, non-allergenic nylon velour. It's safe and washable. Made in USA.
50-00113 . . . . . **$4.95**

J. Hulk Hogan Light Switchplate
Kids and grownups alike will love to Hulkasize their room or office with the Hulk Hogan switch cover. Non-toxic, Hulk will turn your lights on and off. Easy installation.
17-00104 . . . . . **$4.95**

WWF COLLECTIBLES

WWF Superstar Buttons
2¼" safety-pin-back buttons of your favorite WWF stars. Made in the USA.
$1.95 each
18-00113 Macho Madness™ Button
18-00112 Hulkamania™ Button
18-00114 Elizabeth Button
18-00116 **NEW!** Ultimate Warrior Button

NEW! Set of four WWF Superstar Autographed Pictures
You get four full-color autographed prints of your favorite WWF stars: Hulk Hogan, "Macho Man" Randy Savage with his manager Elizabeth, Ultimate Warrior, and Jake "The Snake" Roberts. Comes complete with an information card including the superstars' bios.
89-00105 . . . . . **$3.95**

NEW! WWF Superstars Magnetic Memo Board
Write notes and messages on our magnetic memo board. Perfect for refrigerator or file cabinets. Features designs of your favorite WWF superstars. Wipes clean in seconds with a damp cloth or tissue.
89-00104 . . . . . **$3.95**

NEW! WWF Bumper Sticker Collection
Let everyone know you're a WWF fan with our set of four removable bumper stickers. Includes fun sayings you'll proudly display on your car or anywhere!
89-00106 . . . . . **$3.95**

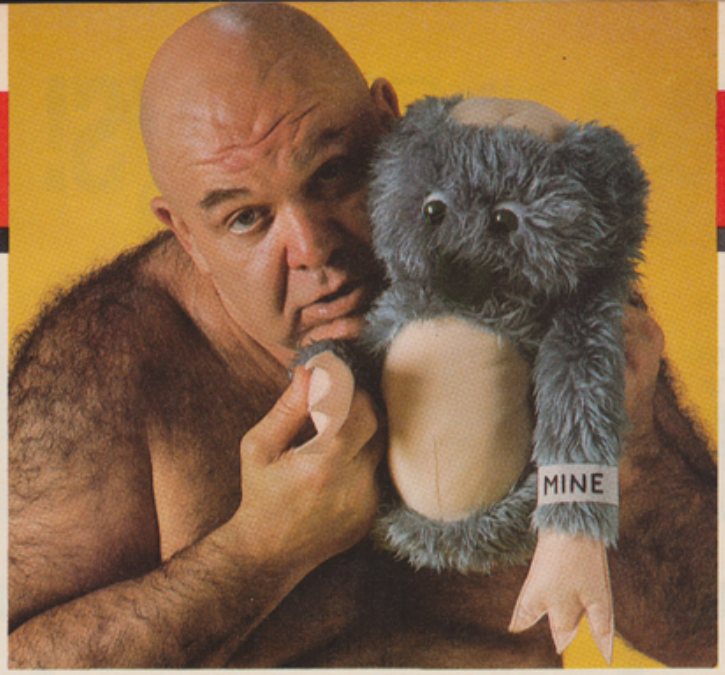
NEW! WWF Superstars Sticker Collection II
Our 2nd series of stickers includes 12 all-new and exciting photographs of your favorite WWF stars plus the WWF logo. Fun to decorate packages, letters, books. Stick 'em anywhere!
89-00107 . . . . . **$3.95**

WWF Superstar Playing Cards
You'll enjoy hours of entertainment with the WWF superstar playing cards. Each card bears the WWF logo in gold on blue. Turn them over to reveal 14 of your favorite stars, from Hulk Hogan as the ace to Jimmy "Mouth of the South" Hart as the joker. Made in the USA.
89-00103 . . . . . **$4.95**

NEW! WWF Superstars Postcard Collection II
Our 2nd collection of postcards offers 10 new photographs of your favorite WWF stars. Printed on the back of each 3½" × 5½" postcard is a brief bio. Great for sending or collecting.
89-00108 . . . . . **$4.95**

NEW

The VCR WWF WrestleMania® Board Game™:
Challenge your friends to an action-packed match for the WWF Belt. The fast-paced excitement combines over 150 thrilling WWF video highlights with the best of board game fun. Rolls of the dice, strategy cards and your VCR put you right in the ring! (You must have a VCR to play, available in VHS format only.)
35-00106 ..... **$39.95**



George "The Animal" Steele "Mine" Doll
This huggable creature bears a striking resemblance to George "The Animal" Steele with its bald head and green tongue. 14⅜" high, made of 100% acrylic plush, it wears a bracelet that says "Mine." This doll is so lovable you'll want to make it yours.
16-00145 ..... **$17.95**

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(203) 353-2800
Mon–Fri. 9:00 a.m.–5:00 p.m.

NEW

Nintendo

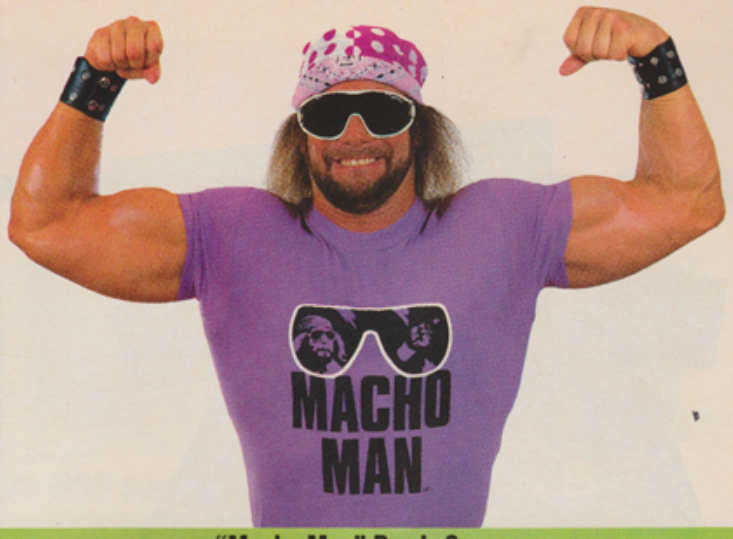
WWF® WrestleMania®:
Now for play on your NINTENDO ENTERTAINMENT SYSTEM you can experience WWF action from inside the ring with your favorite WWF Superstars: Hulk Hogan, Randy Savage, Andre the Giant, Ted DiBiase, The Honky Tonk Man and more! Play against a friend or the computer. You can even create your own WrestleMania tournament with up to six players. With bodyslams and dropkicks in your arsenal, the rough and tumble fun has just begun!
35-00107 ..... **$44.95**

Hulkamania™ Teddy Bear T-Shirt
Our Hulkamania teddy bear comes to life on this one-size-fits-all oversized T-shirt. Made in the USA of 50% cotton/50% poly, you'll love to wear it to the beach, the pool or as a nightshirt.
01-00314 ..... **$15.95**

Hulkamania™ Teddy Bear
Teddy bear lovers young and old will just have to have this Hulkamania teddy bear. He's wearing Hulk's yellow wrestling outfit and headband with red Hulkamania logos, yellow boots and a black WWF weightlifting belt. 15" tall, made of soft 100% acrylic plush, he's irresistible!
16-00144 ..... **$17.95**

T'S!

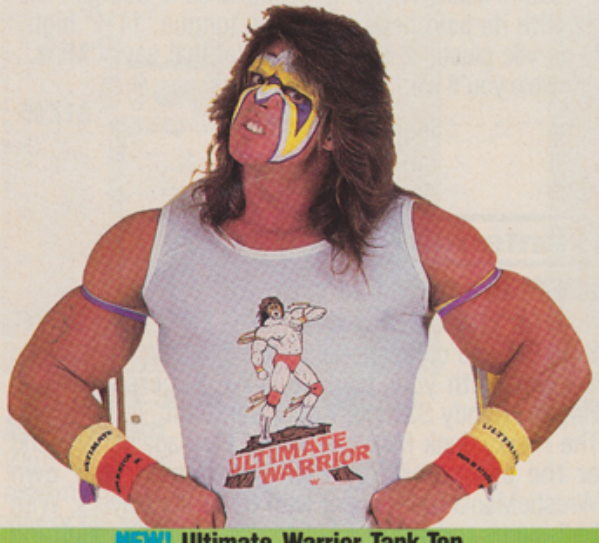
Collect your favorite stars of the WWF on these 50/50 cotton/poly blend T-shirts. Youth-size shirts priced at **$10.95**
Adult shirts priced at **$12.95**



"Macho Man" Randy Savage

01-00153 small
01-00154 medium
01-00155 large
01-00156 x-large

CHARGE IT!
(203) 353-2800
Mon–Fri. 9:00 a.m.–5:00 p.m.



NEW! Ultimate Warrior Tank Top

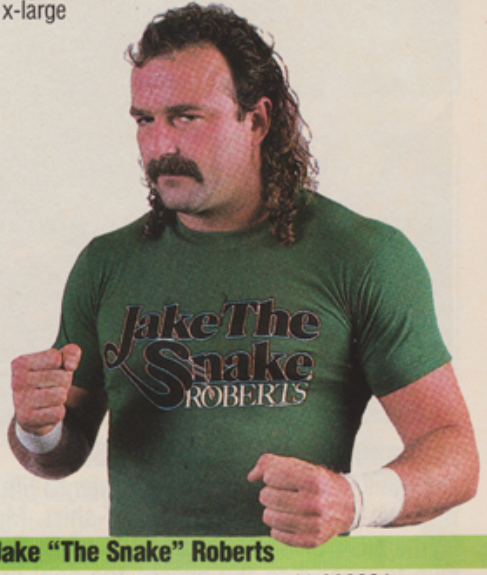
01-00306 small
01-00307 medium
01-00308 large

NEW! Brutus "The Barber" Beefcake

01-00380 youth medium (10–12)
01-00381 small
01-00382 medium
01-00383 large
01-00384 x-large

NEW! Demolition

01-00360 youth medium (10–12)
01-00361 small
01-00362 medium
01-00363 large
01-00364 x-large

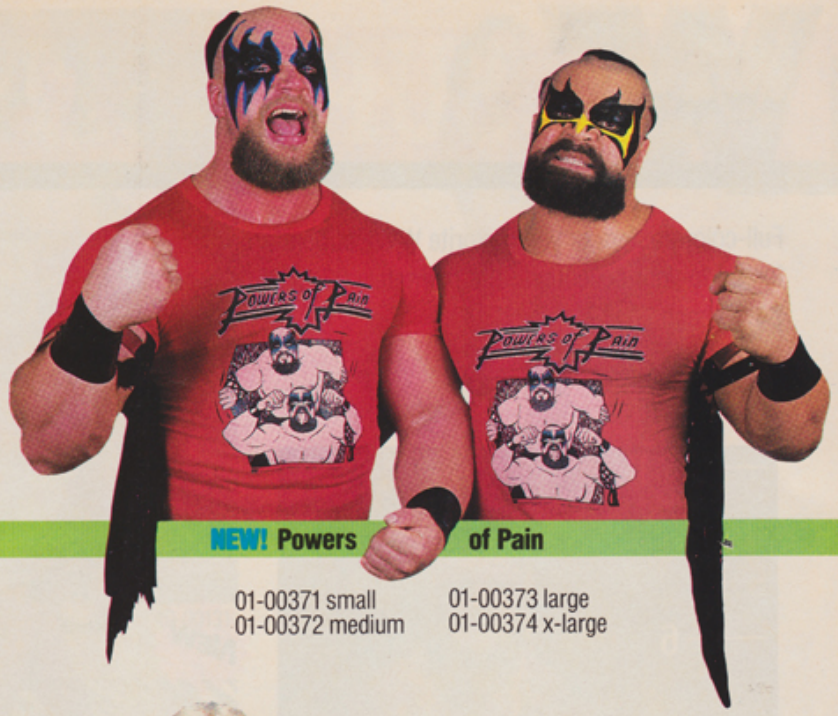


Jake "The Snake" Roberts

01-00201 small
01-00202 medium
01-00203 large
01-00204 x-large

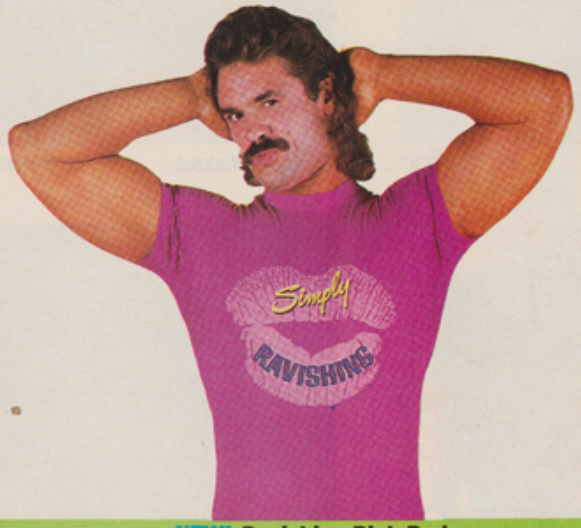
Hacksaw Jim Duggan

01-00290 small
01-00291 medium
01-00292 large
01-00293 x-large



NEW! Powers of Pain

01-00371 small
01-00372 medium
01-00373 large
01-00374 x-large



NEW! Ravishing Rick Rude

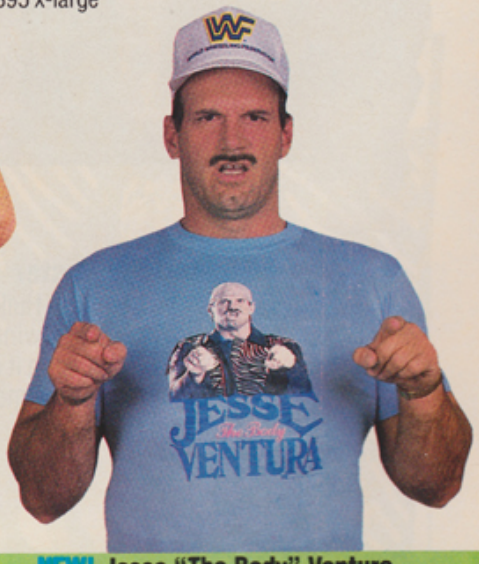
01-00367 small
01-00368 medium
01-00369 large
01-00370 x-large

NEW! Rockers

01-00392 small
01-00393 medium
01-00394 large
01-00395 x-large

Andre the Giant

Now you can own the same giant-sized T-shirt that Andre wears! With his actual handprint on the front and footprint on the back, wear it as a cover-up for the beach or a nightshirt. U.S.-made, 50/50 cotton/poly blend.
01-00227 Andre's size **$14.95**

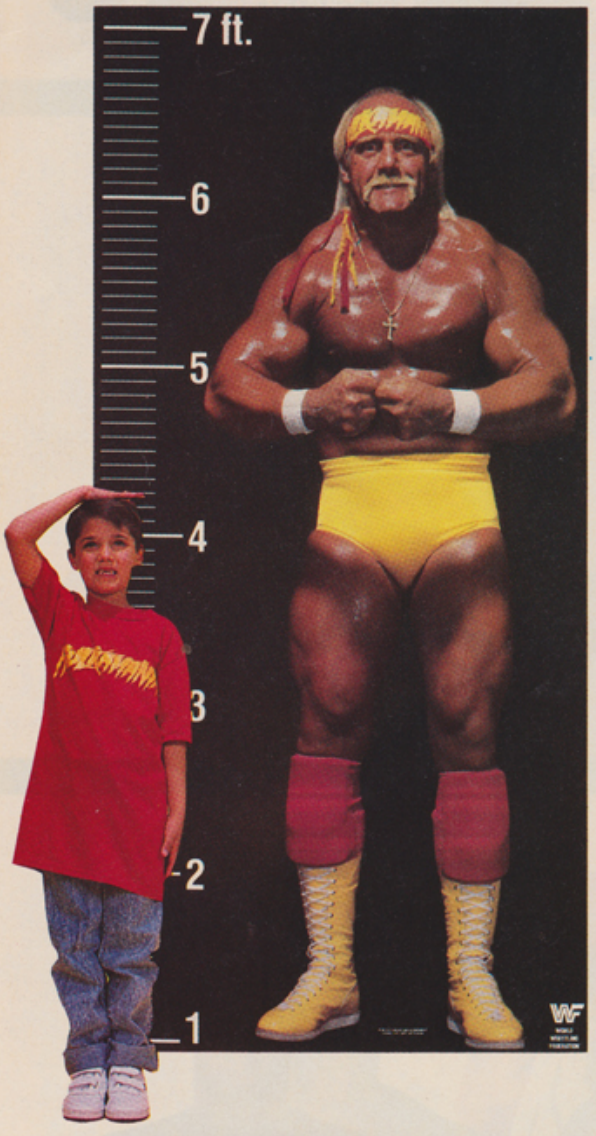


NEW! Jesse "The Body" Ventura

01-00375 youth medium (10–12)
01-00376 small
01-00377 medium
01-00378 large
01-00379 x-large

SUPERSTARS POSTERS

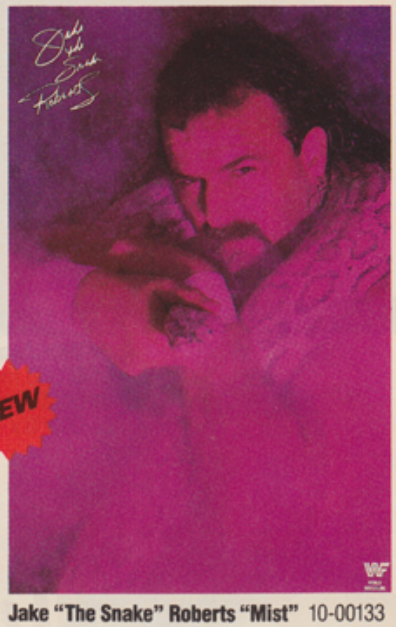
Full-color posters of your favorite WWF superstars to add to your collection (approximately 23″ × 35″)
$4.95 each



First Lady/Champ 10-00130

Elizabeth Workout 10-00138

Hulk Rules 10-00137



Jake "The Snake" Roberts "Mist" 10-00133

Hulk Measuring Tape Poster
How do you measure up to the Hulk? Now you can see how much you're growing with this huge 36″ × 76″ poster. Just hang it one foot off the floor for an accurate measurement. Printed in the USA.
10-00129 . . . . . **$9.95**

Order by phone
(203) 353-2800

NEW

Macho Madness 10-00135

Ultimate Warrior 10-00131

Brutus "The Barber" Beefcake 10-00127

NEW

Ravishing Rick Rude 10-00132

NEW

Rockers 10-00140

NEW

Hacksaw Jim Duggan 10-00136

WWF SUPERSTARS

WALL HANGING

NEW

Ultimate Warrior

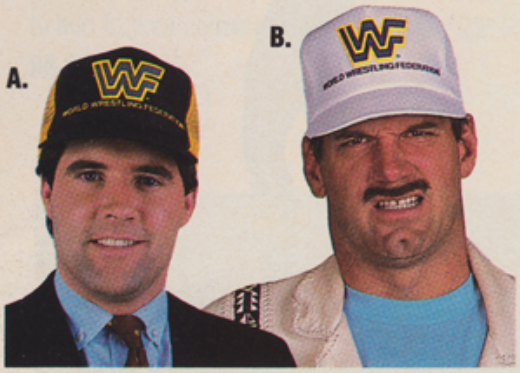
The Ultimate Warrior comes to you in full view on this 100% acetate silkscreened wall hanging. Striking in black and white, 40″ × 45″, perfect for hanging on walls or windows. Made in USA.

11-00101 . . . . . **$9.95**

WWF SPORTS COLLECTION

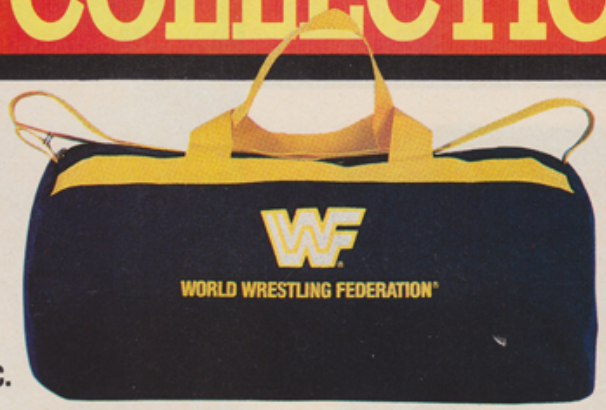
A.

B.



A. WWF Baseball Hat
The hat that's a classic—blue/gold with the WWF logo. Adjustable strap to fit all, American made.
02-00102 . . . . . **$9.95**

B. NEW! WWF White Twill Baseball Cap
Made of 100% cotton twill with adjustable strap. In white with our blue-and-gold WWF logo. The perfect look for spring and summer. Made in USA.
02-00111 . . . . . **$9.95**



C.

C. WWF All-Purpose Sports Bag
Each side of this handsome bag bears the WWF logo. Made of Dupont Cordura® Nylon—tougher and more durable than cotton duck. Sturdy nylon zipper, handles and shoulder strap make this bag a winner! Made in the USA.
25-00101 . . . . . **$14.95**

D. NEW! Brutus "The Barber" Beefcake Towel
For the hottest look at the pool or beach, wrap yourself up in Brutus "The Barber" Beefcake! His actual photo has been transferred onto a generous 36″ × 60″ 100% cotton towel. Made in USA.
50-00114 . . . **$19.95**

E. NEW! Ultimate Warrior Wristband Set
Work out in style with the Ultimate Warrior look of wearing four terry wristbands at one time! The set includes two yellow and two orange wristbands imprinted with Ultimate Warrior's name. American made.
03-00111 . . . . . **$5.95**

WWF® MERCHANDISE CATALOG

ORDER FORM

Please print clearly.
If back cover has peel-off label, attach here for prompt order processing.

Hulkamania T-Shirt
with any order of $25.00 or more

Ordered by: Check if you are a new customer ☐

Name _____

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City _____ State _____ Zip _____

Home Phone ( ) _____ Daytime Phone ( ) _____
(include area code)

Ship To:

Name _____

Street Address _____ Apt. No. _____

City _____ State _____ Zip _____

METHOD OF PAYMENT (Sorry No C.O.D.'s)
Minimum credit card order–$20.00. Please do not send cash or stamps.

Check or Money Order ☐ VISA ☐

MasterCard-Interbank Number ☐☐☐☐

Account No. ☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐

Expiration Date ☐☐☐☐

Signature _____

NOTE: Items are not necessarily shipped together.

Yes, please send me an official WWF Merchandise Gift Certificate for the amount below along with an additional catalog. ☐ $15 ☐ $25

ITEM CODE	SIZE	COLOR	DESCRIPTION	QUANTITY	UNIT PRICE	TOTAL
Circle size below: small, medium, large, x-large		RED	**HULKAMANIA T-SHIRT** FREE with any order of $25.00 or more	1	**FREE**	—

Subtotal	$
Gift Certificate: If you checked yes above, indicate amount here.	$
Total Price	$
Conn. Res. add 7.5% sales tax	$
Shipping & Handling (see chart at left)	$
Outside of Cont. U.S. add an additional $10.00	$
Grand Total **(U.S. Dollars only)**	$

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$34.99 or less	$3.50
$35.00 to $49.99	$4.50
$50.00 to $74.99	$5.50
$75.00 or more	$6.75

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Call in to hear the latest updates on new merchandise and sale specials.

Phone: 203 353-2888

Mail order form with payment to:

WWF Merchandise Department
Post Office Box 6789
Stamford, CT 06904

MEMBER DIRECT MARKETING ASSOCIATION

Phone Orders

Mon.–Fri. 9:00 a.m.–5:00 p.m.
VISA/MasterCard only
Phone: 203 353-2800

Thank you for your order!

NEW! Hulk Rules™ T-Shirt
Styled just as Hulk wears his T-shirts, with sleeves and back cut by hand. Made in USA of 50/50 cotton/poly blend in yellow with a bold red logo that will let everyone know Hulk Rules. Complete your outfit with our new Hulk bandana. See page 3 for details.
01-00340 small
01-00341 medium
01-00342 large . . . **$12.95**

Dear WWF Fans:
We've filled our catalog with new and exciting products for spring and summer. There's fun for all on every page, offering you the best in WWF fashion and giftware. For your shop-at-home convenience, we've reduced our minimum credit card order to $20.

Be sure to call our Merchandise Hotline (203) 353-2888 for the latest in new products and sale specials!

Sincerely,

Shirley Adams

Shirley Adams
Vice President of Merchandising

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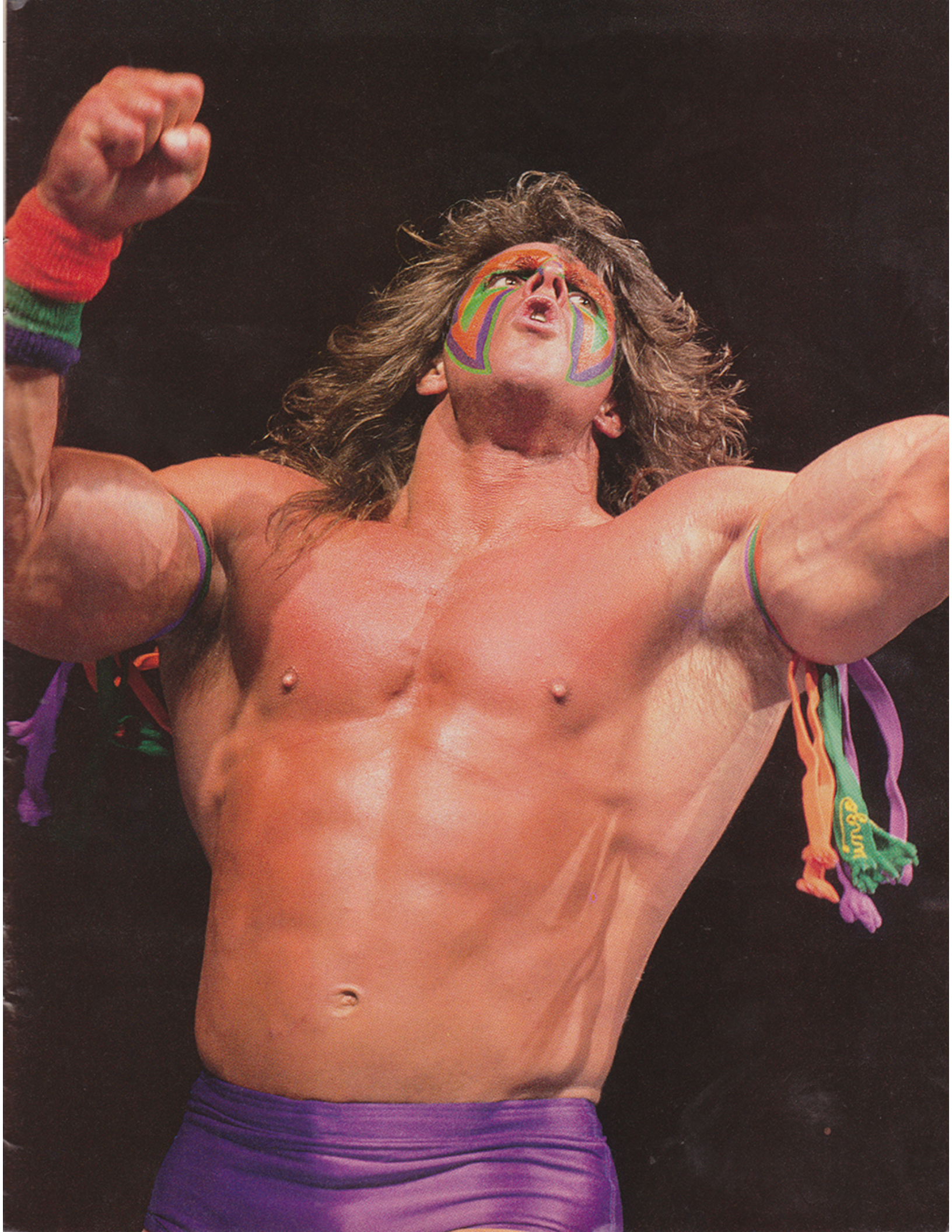
The Power Package

The Clothesline, The Gorilla Press And The Big Splash Off The Ropes

THE ULTIMATE Warrior was on a roll. Raging with intense energy, he wound up his massive arm and connected with a crippling clothesline to the Honky Tonk Man's chest. The lethal impact almost folded Honky's body in half. Snorting like a bull before the charge, the Warrior scooped up his fallen victim and held him high overhead. Honky Tonk, who is a superb wrestler and weighs in excess of 240 pounds, lay trapped in the Warrior's hands for what seemed like a lifetime to the Elvis look-alike. Then, roaring like rolling thunder, the Warrior released his foe. Honky came crashing down from over eight feet in the air. Sensing victory, the Warrior began beating his gigantic chest, then propelled himself off the ropes. He bounced off the strands and rushed to the opposite side of the ring, leaping over Honky's still form in the process. Coming off the ropes again, the Warrior jumped into the air. The granitelike super-athlete came down on Honky Tonk Man's back like a bomb. Although he is one of the toughest wrestlers around, Honky could not withstand the onslaught of power moves from the Ultimate Warrior.

Honky Tonk is not alone. There are not many other wrestlers in the World Wrestling Federation who can successfully deal with the Warrior's might and mass. His power

Built for battle, the Ultimate Warrior screams out his war cry. Seemingly cast from iron, he uses three destructive power maneuvers to tear through opposition.



move arsenal—which is perhaps the most devastating in all of professional wrestling—consists mainly of three destructive moves: the clothesline, the gorilla press and the big splash off the ropes. All three moves were used in the Warrior/Honky Tonk confrontation described above.

The Clothesline

The first move is the Warrior's mighty clothesline, regarded by many astute wrestling observers as the most punishing in wrestling. Under normal circumstances, however, the Warrior uses the clothesline to stun his prey beyond repair. He will either strike in a flash with it or take his time and nail the opponent when the opportunity is right. When the Warrior takes the fast approach to clotheslining, he sets up for it like this: Seemingly impervious to all pain and punishment while an adversary mounts an offense against him, the Warrior will throw his arm out and swiftly cut his attacker down to size. Almost anyone to whom he does this would be stopped in his tracks.

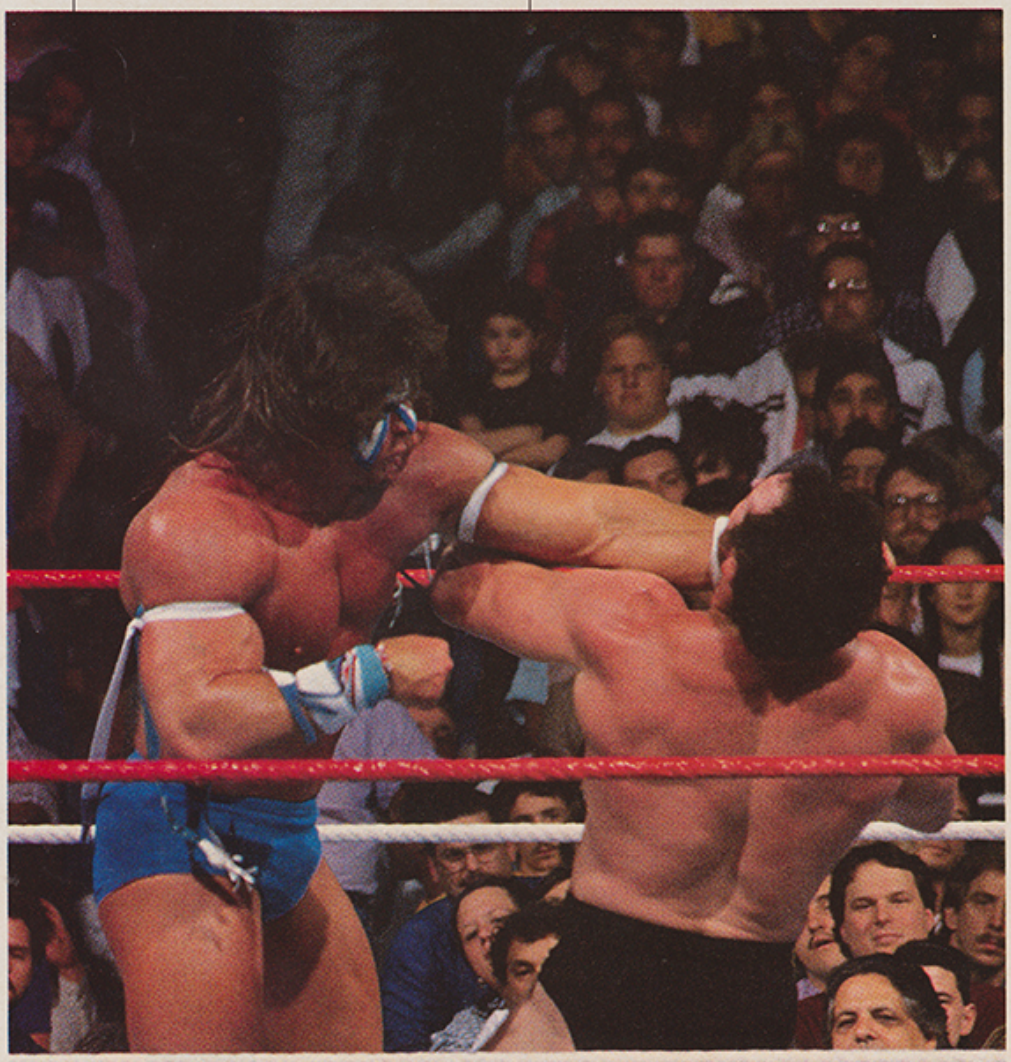
The Warrior's second form of the clothesline is just as vicious as the first, leaving foes bruised and battered upon impact. As the Warrior did against the Honky Tonk Man, the war-painted behemoth winds up his thick 22-inch gun and strikes with neck-snapping results. The difference in this clothesline is the big wind-up.

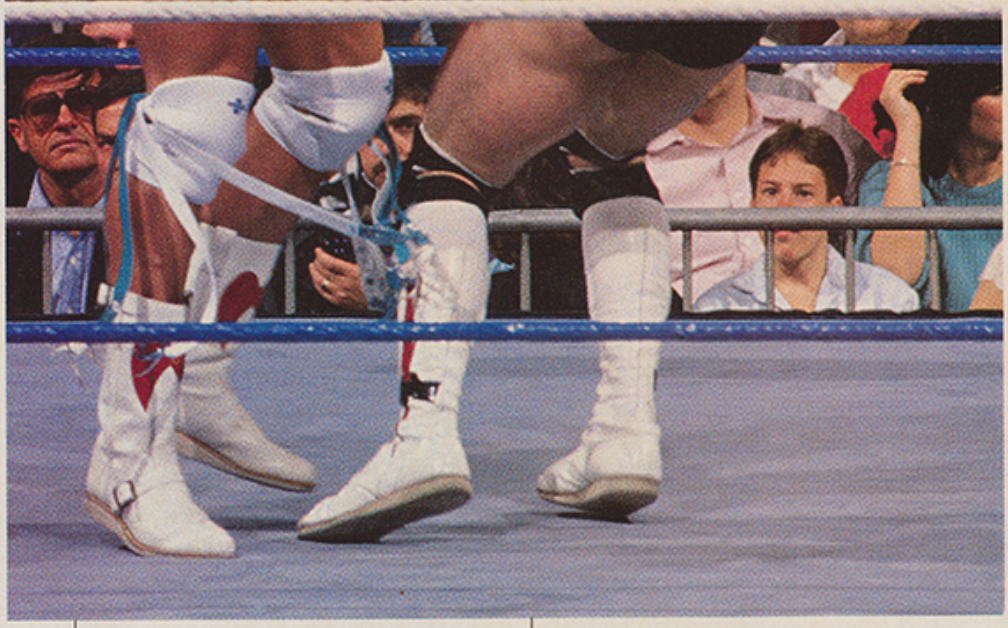
"When you get taken down by the Warrior's clotheslines, you're gettin' taken down by a *real* clothesline," says one wrestler who demands anonymity. "I mean, there's no defense for it. When he wants to hit you with it, he's gonna do it. That's all! I've seen him literally bend bodies in two when using the clothesline."

"And I'm one of them," answers the pat-on-the-back man Barry Horowitz. "I didn't know what hit me. But now I know his moves, I'm confident that I could beat that stinkin' jerk!"

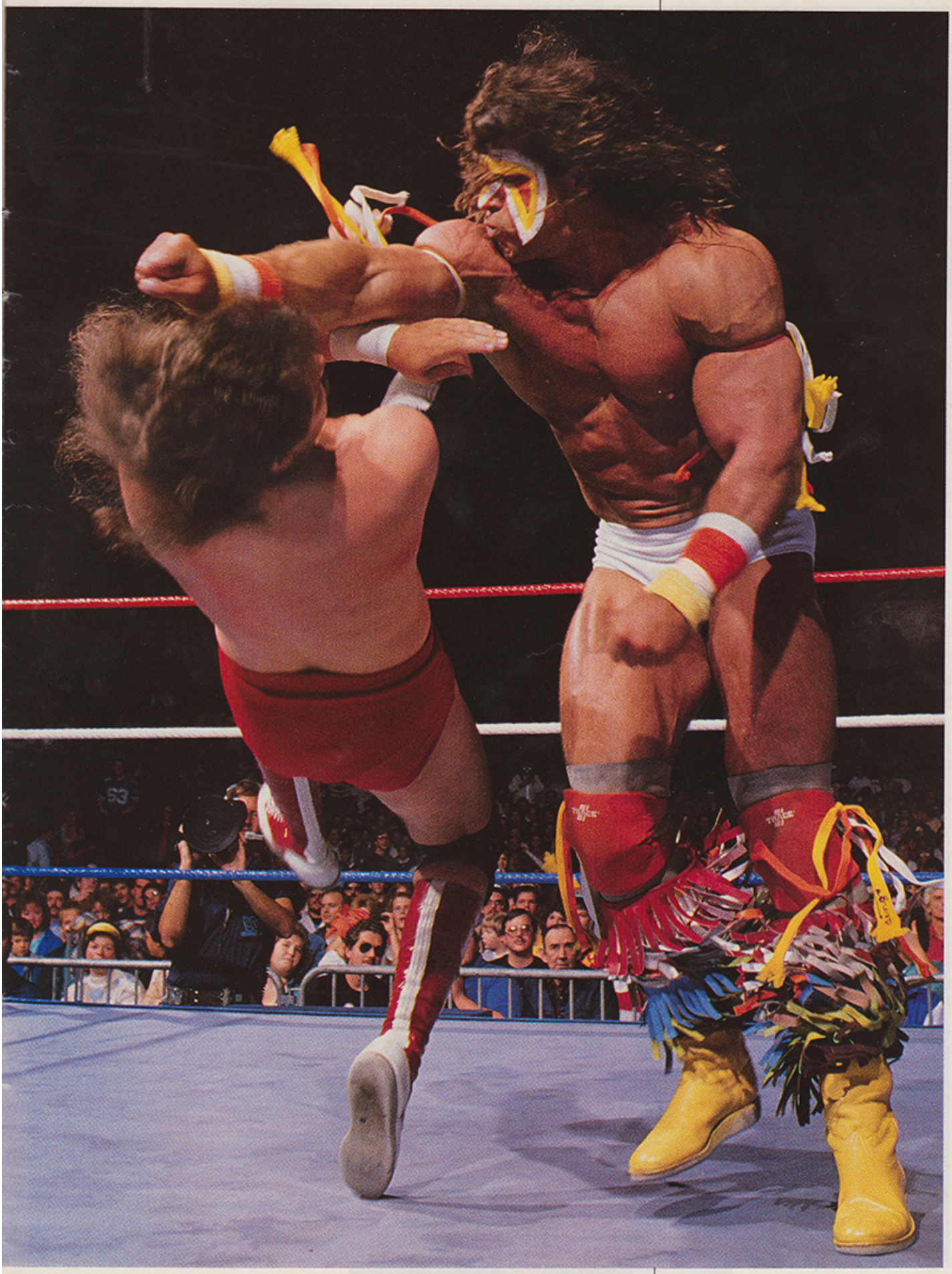
Perhaps Barry is bitter because he has had his share of battles with the Warrior and has come up short of the duke every time.

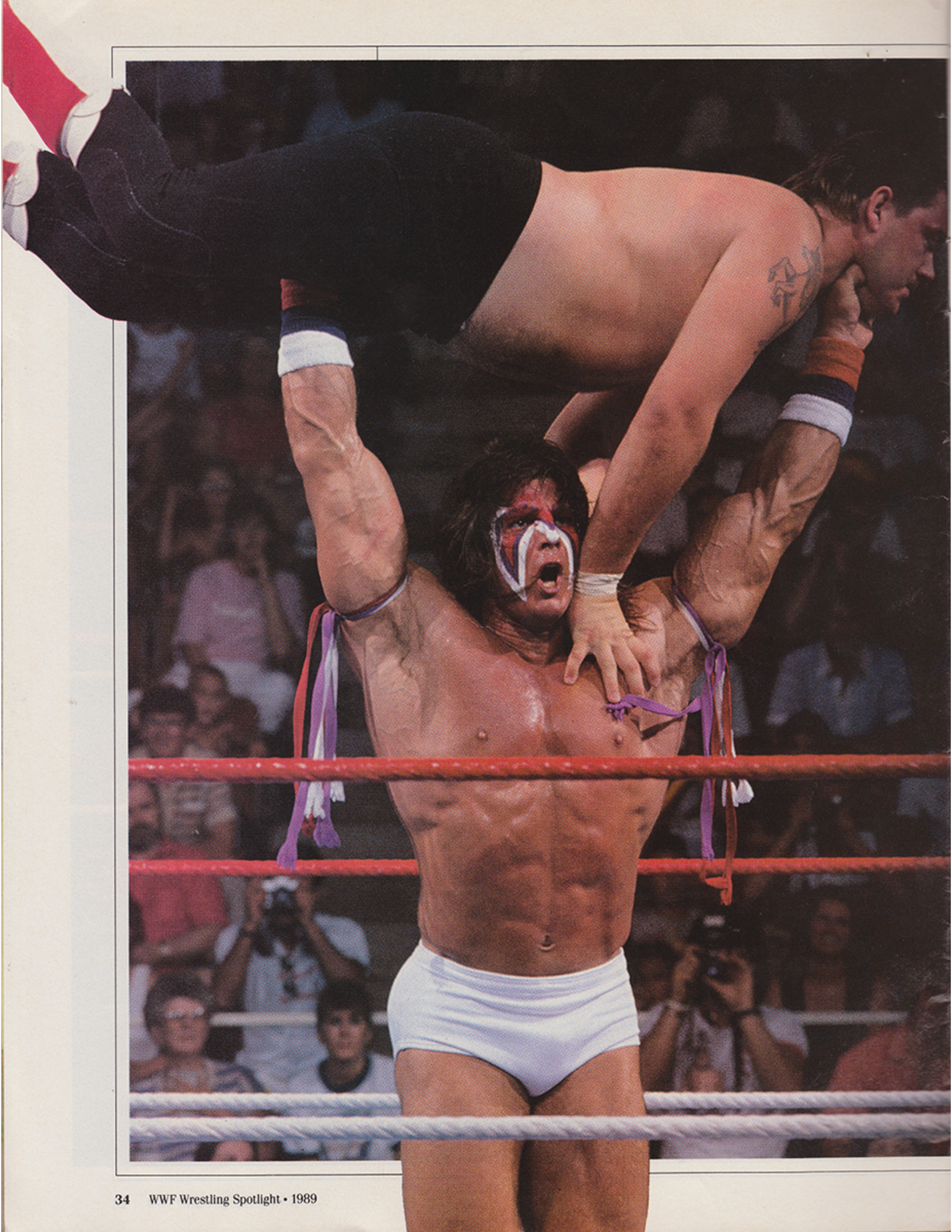
It is a harsh reality that when the Warrior nails someone with the clothesline, the target hits the mat—hard.





The Warrior's clotheslines are among the most devastating in professional wrestling. Left: The Warrior stuns Hercules with a clothesline, and he knocks George South off his feet, right.



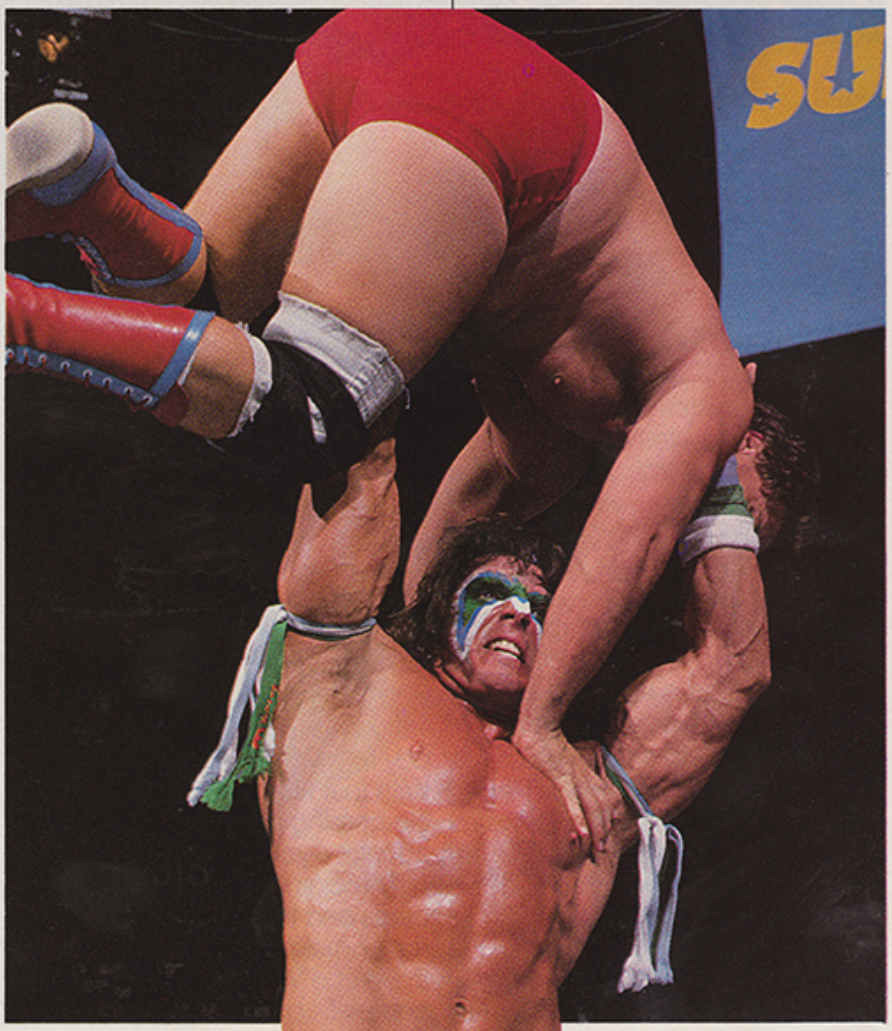


The Gorilla Press

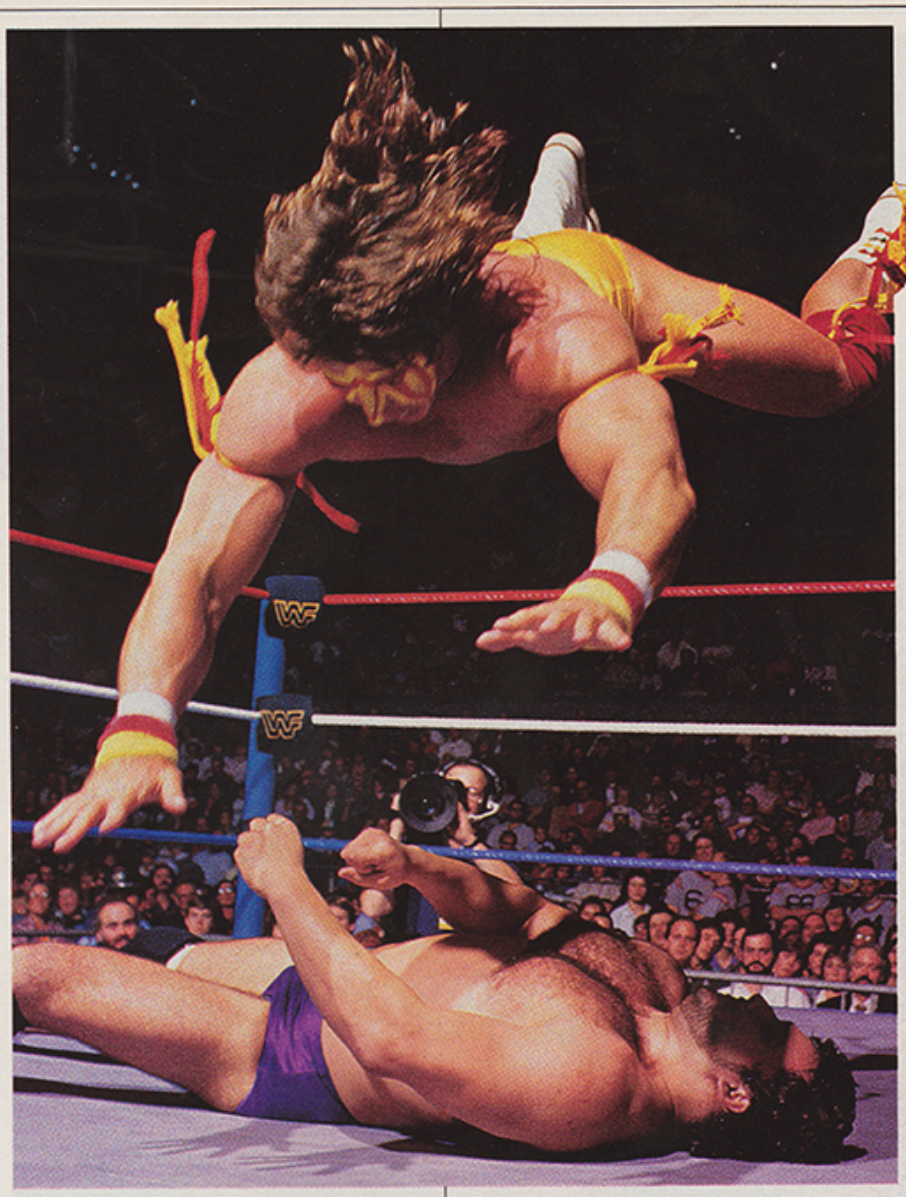
After literally pummeling the fight out of his opponent with the clothesline, the Warrior begins to move in for the kill with the gorilla press. With his adversary dazed and listless on the canvas, the Warrior hauls up his man and presses him high above the ring. Like a trophy in the Warrior's hands, the foe can barely move. Utilizing a clever psychological tactic, the Warrior holds his prey up for as long as he wants, making the opponent think about what is coming next. When the Warrior feels enough is enough, he releases his grip, and the foe falls like a stone. The sight is awesome as the victim drops from the Warrior's arms face-down to the mat. Like the clothesline, the gorilla press is usually more than enough to polish off any formidable wrestler.

"I've seen some of his [Ultimate Warrior's] opponents almost faint in his arms," comments Gorilla Monsoon, the man who is credited with inventing the gorilla-press bodyslam. "He holds the guy up there, then when the Warrior moves out of the way, the bottom comes out. It's awesome when the Ultimate Warrior uses that maneuver. And the best thing about the gorilla press is that there isn't a counter for it. That's why I used it in my day, and that's why, I believe, the Ultimate Warrior uses it today—and rightfully so."

"I know what it's like to be pressed high above his head," says the mighty Hercules, who once warred with the Warrior. "You feel helpless, man, like there's nothing you can do. You know what? You can't do nothin'! You just come crashin' down."



The gorilla press is another power hold in the Ultimate Warrior's arsenal. Possessing phenomenal strength, the Warrior heaves his victim above his head, or he can keep his adversary suspended overhead for as long as he likes. He also walks around ringside with him, as Warrior does with Honky Tonk Man.



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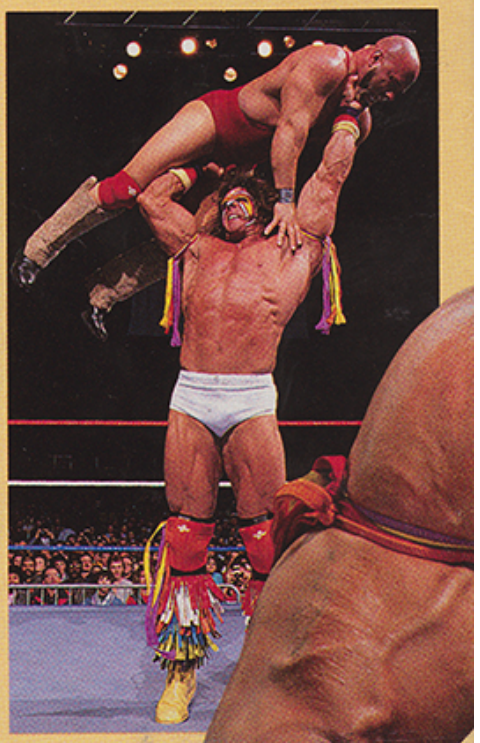
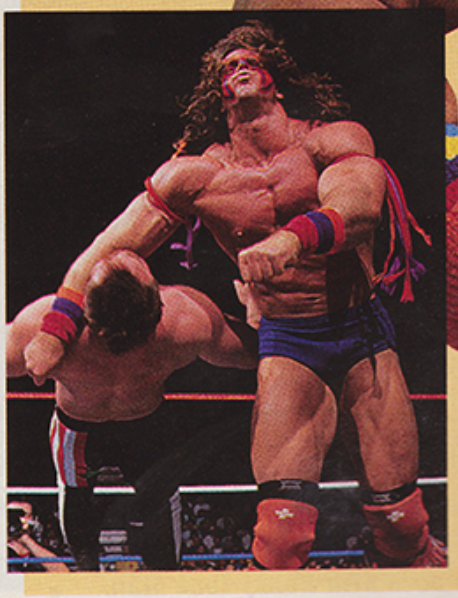




The Big Splash

After administering a barrage of battery with the clothesline and gorilla press, the Warrior also has a patented, powerful aerial finisher. The big splash off the ropes rounds out the Ultimate Warrior's power maneuvers.

When the opponent crashes face-down on the canvas after a gorilla press, he is knocked nearly unconscious. This sets up the victory. With great speed and agility for an athlete so mammoth, the Warrior bounces off the ropes, steps over the helpless, beaten man and charges to the opposite ropes. Gaining a full head of steam, the Warrior comes off the ropes and leaps into the air. Extending his arms outward, the Warrior comes down on the abused body of the foe. Then, the Warrior easily rolls his opponent over and gets the duke.

"The night's over when the Warrior splashes on a man," says the Red Rooster, who has seen his fair share of Ultimate Warrior victims tending to their injuries in various locker rooms. "He's a big boy and weighs 275 pounds. With that kind of weight and muscle coming down on you, forget about it—you're history."

The clothesline, the gorilla press and the big splash off the ropes make the Ultimate Warrior the World Wrestling Federation's complete power package. WF

Leaping into the air, the Warrior beats his foes with a big splash. Any one of his impact moves is enough to polish off his opponents.

e Ultimate Warrior
n Ultimate Power

"The power of the Ultimate Warrior is generated by the power of all warriors, past and present. Its roots come from raging battles of blood and fury, with the winners taking it all and the losers taking nothing!

"The clothesline of the Ultimate Warrior is like a bulldozer running over anyone in its way. When I wreck my opponent with a clothesline, he feels all the rage, all the intensity and all the energy of the Ultimate Warrior. He has nowhere to go but *down*. It's destruction! It's devastation! It's over! And when the battle ax is raised again, the Ultimate Warrior strikes again, like a machine.

"Then the Ultimate Warrior, fueled by power and havoc, lifts the opponent high in the air, holding him to the gods of battle! Through my arms flow the might and fury, and I hold him there, making him think about the war he started. *Arghh*, when I release his body, he falls down, and I roar to the soldiers, the gladiators and the knights of the World Wrestling Federation that another challenger has been beaten like so many before him!

"Like lightning from the Warrior's battleground on some high mountain top, I race to the ropes. Then, as the warrior fans out in the audience pump my blood, I crash on the man—almost splitting him in two and making him suffer the ultimate consequence for battling the Ultimate Warrior." WF

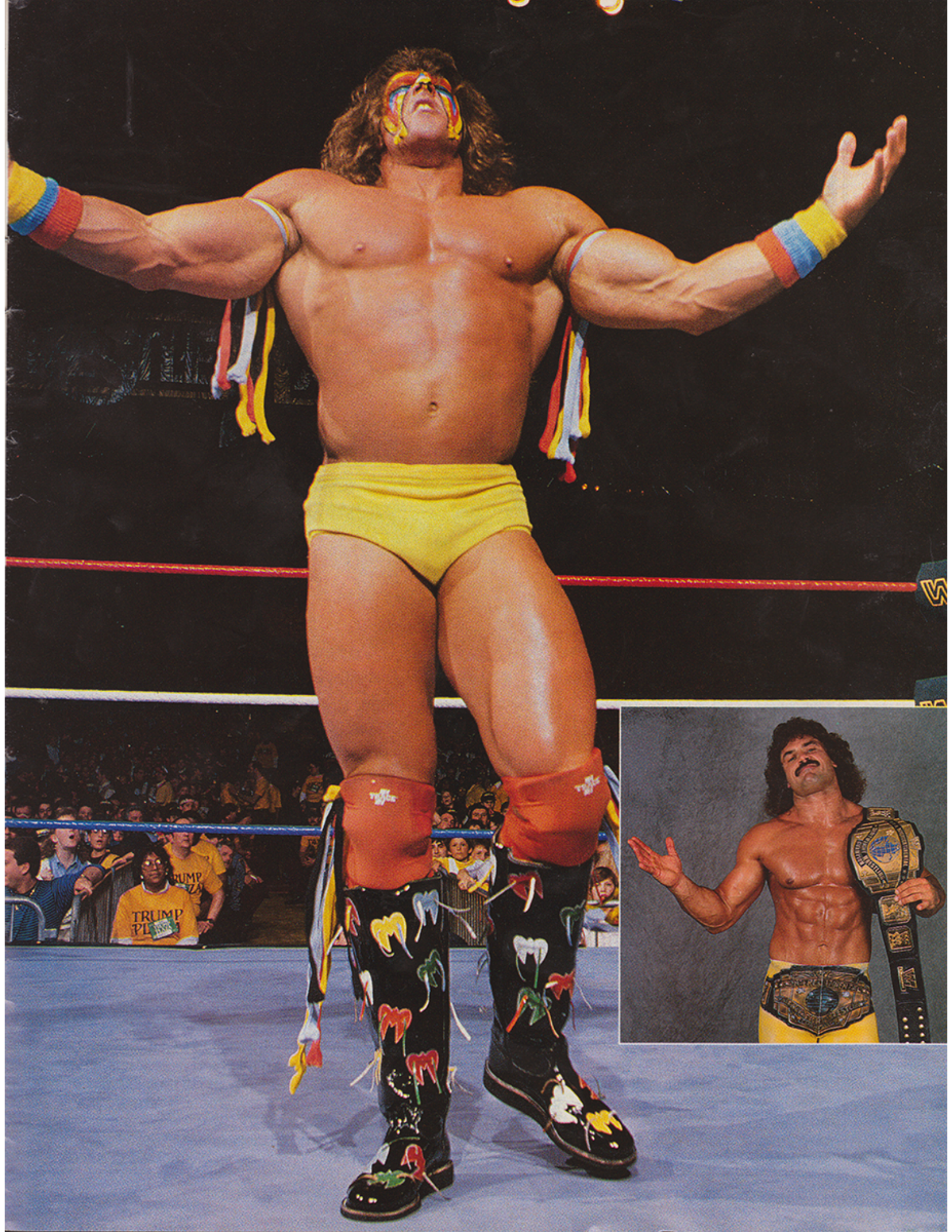
Warrior VS Rude

Rivalry At WrestleMania V

THE AIR CRACKLED at Trump Plaza in Atlantic City, New Jersey. The 20,313 fans in the building for *WrestleMania V* stirred anxiously in their seats. The Ultimate Warrior was about to face his toughest test as Intercontinental Champion, in the form of Ravishing Rick Rude. After Rude's Pearl Harboring of the Warrior on the *Royal Rumble* card, the spectators on hand—and the many millions watching on pay-per-view and closed-circuit television—were expecting nothing short of an interplanetary war.

So much was riding on this match. The Warrior was out not only to defeat his opponent—notching another successful Intercontinental Title defense—but to punish him for the attack. "You look at the Ultimate Warrior and you look at Rick Rude, and you see two different universes," the Warrior said. "I won this belt on the strength that bubbles at the core of my being, and I've defended the title nobly. Rude, on the other hand, is a mutation of what a wrestler should be. Instead of taking pride in this great sport and fighting his opponents man-to-man, he takes treacherous shortcuts. Rick Rude is a coward, and I won't allow him to gain the Intercontinental Championship and blight the World Wrestling Federation."

The Ultimate Warrior is bent on the destruction of Rick Rude because he robbed the Warrior of his Intercontinental Title.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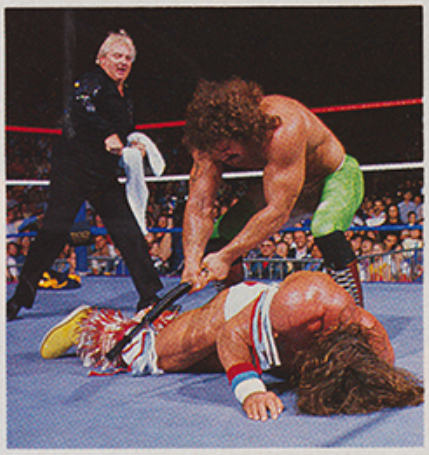


***Above: Rude assaults the Warrior with a workout bar at the* Royal Rumble. *Right: The Warrior demonstrates his strength advantage over Rude at* WrestleMania V.**

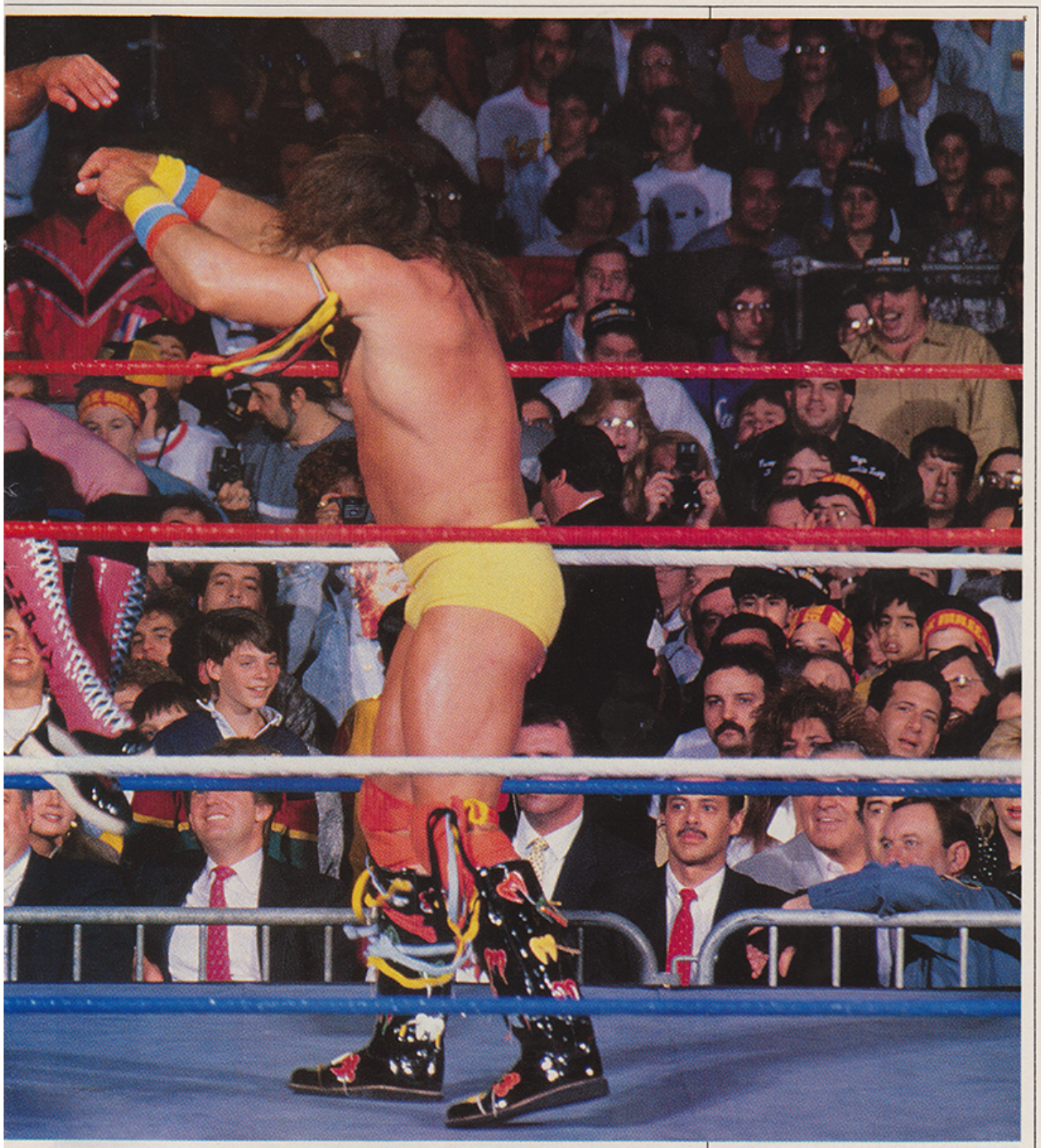
In Rude's camp, there was a different kind of pride at stake. Despite all his success, manager Bobby "The Brain" Heenan had never managed a champion. A triumph by Rude would supply Heenan with a prize that had evaded him for a lifetime.

"How badly do I want Ravishing Rick Rude to win the Intercontinental Championship?" the manager repeated a reporter's question. "I want it so bad I can taste it. For many years, there has been a conspiracy in the World Wrestling Federation to keep all titles away from the Bobby 'The Brain' Heenan family. But we keep fighting the system, and today we're going to beat it—no matter what it takes."

Rude was just as committed to pinching the belt as Heenan and —with the manager's urging— trained harder for the showdown than any match ever before. In fact, the "Ravishing One" viewed his matches in the weeks preceding *WrestleMania V* as sparring sessions of sorts. "Don't go through the motions," Heenan would advise. "Improvise. Test. Make your mistakes, if you must, during these matches. Because at *WrestleMania V* you *have to* be flawless."

The manager sent scouts to gyms all over the United States and Canada to find men with physiques similar to that of the Warrior. Heenan would throw these individuals in the ring with Rude during secret training sessions—some as late as 3:00 a.m., after the Ravishing One was tired from wrestling several hours earlier. "The more exhausted you feel, the harder you'll fight," Heenan would tell his protégé. "I want you to be able to overcome this bear of an opponent even when you're down to your last breath. I *want* that Intercontinental Championship in my family."

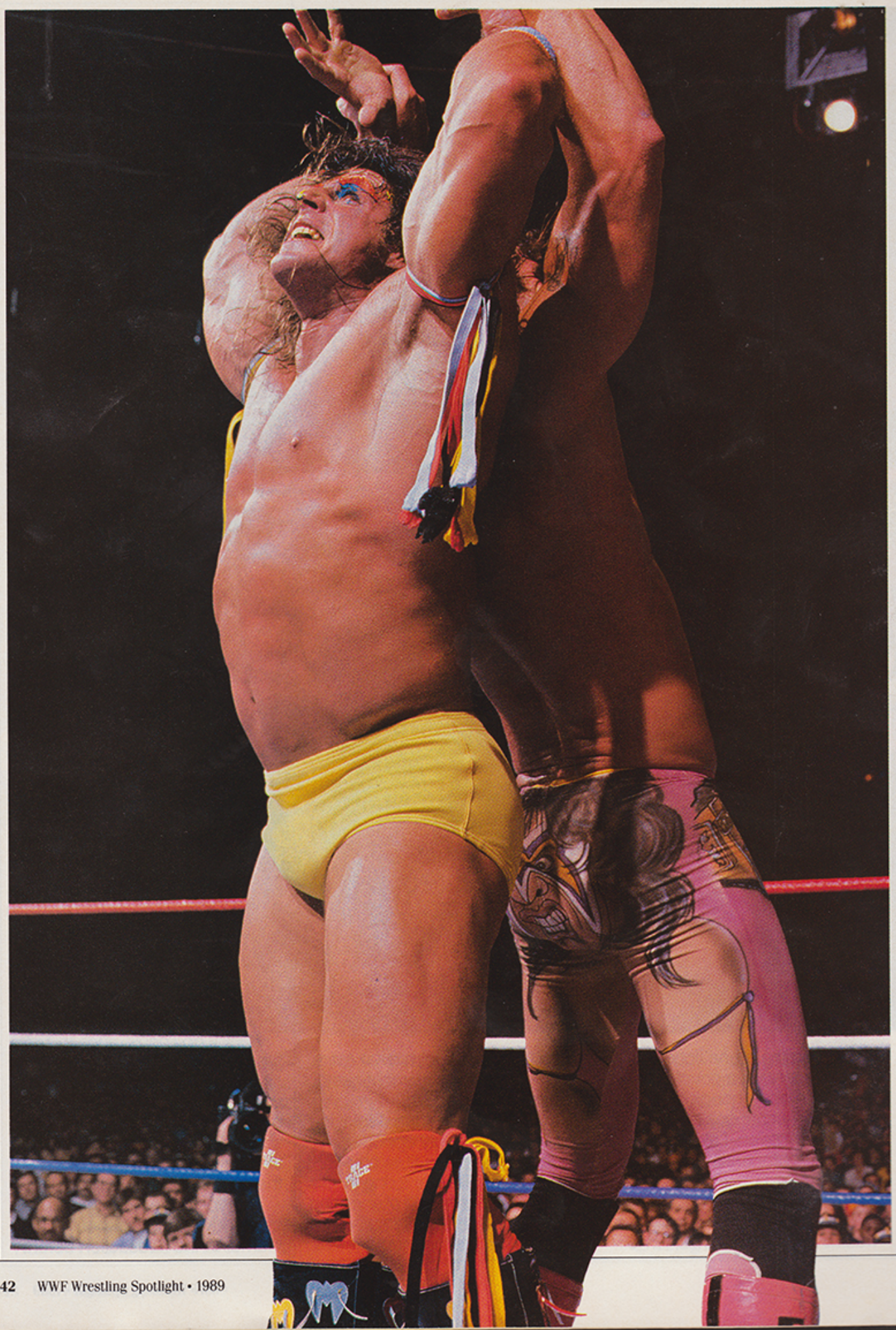
The day before the bout, Rude told a foreign journalist that he would settle for nothing less than a title change. "There are many ways to beat the Warrior," the challenger said. "I can fool him into being disqualified or knock



him out on the arena floor and earn a victory via a count-out. But that's not good enough because the title only changes through pinfall or submission. I already know that I can humiliate the Ultimate Warrior based on what I did to him at the *Royal Rumble*. At *WrestleMania V*, with people watching in 50 countries, I'm going to humiliate him even more —taking away his Intercontinental Championship forever."

Rude entered the ring displaying no fear of his mighty opponent; the illustration of the titlist on the rear of the challenger's ring trunks was a sure-fire method of enraging the Warrior. It is uncertain whether the rendering or the memories of the *Royal Rumble* mugging sparked the Warrior's buzz-bomb propulsion to the ring. But when he launched down the aisle and shook the entire ring by grabbing the ropes, there was no question that the man came to brawl.

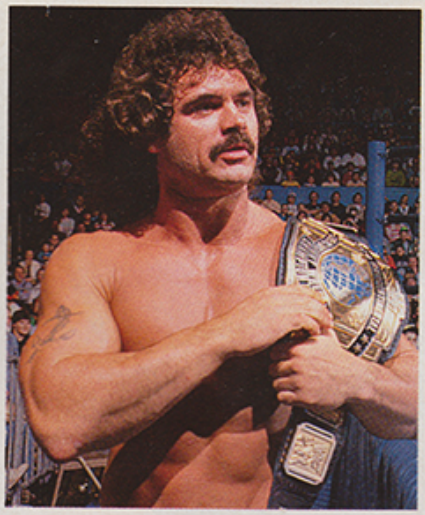
The contender tried to gain a quick advantage by kneeing the Warrior in the midsection before



The Warrior powers out of the Rude Awakening but gets tripped by Bobby Heenan, setting up for an illegal pinfall. Despite the unfair victory, Rude is a proud champion.

he even had time to remove his belt. The champion did not even have to bother mounting a defense, as Rude's leg cracked against the belt, and he moaned in pain. The Warrior gave him more to scream about, plunging a fist into Rude's lower spine and shoving him—through the air—into the turnbuckles. An authoritative bearhug almost ended the match early, but Rude escaped by poking his adversary in the eyes. Then, showing how the intensive training had paid off, the contender delivered a dropkick from the top rope—something Rude-watchers were not used to seeing.

For a short while, the Ravishing One seemed unstoppable. Even after the Warrior applied another bearhug and delivered a high back-bodydrop, Rude managed to rebound. As the champion went to splash his opponent on



the mat, Rude bent his knees into the Warrior's stomach muscles. Capitalizing on the surprise move, Rude threw a side kick into the Warrior's abdomen and drove him into the canvas with a piledriver. The challenger covered the Warrior for a pin, but the champion kicked out at two. Still, Rude kept up the thrashing, knocking down the Warrior with a clothesline—a feat achieved by very few men on their first attempt.

The fans at Trump Plaza stomped their feet, encouraging the Warrior to rally. Spurred on by his supporters, as well as his own will to survive, the champion staged a comeback, using his great strength to muscle out of a surfboard, then leaving his feet to flatten Rude with a flying shoulderblock.

Standing under the arena's bright lights, the Warrior pounded his chest, indicating that it was time for retribution. The champion smashed his foe's face into the mat once, then did it again and executed a backbreaker against a bent knee, an Irish whip and a rigid clothesline.

Rude had to rely on his wits to stay in the match, and he bought himself time by moving out of the way when the Warrior charged him. The champion collided with the turnbuckles, and Rude attempted to finish him off with the Rude Awakening. There was too much energy radiating from the Warrior for the maneuver to be effective. He grabbed Rude's arm and powered out of his grip before the move could be fully applied.

Answers From Warrior Trivia Quiz On Page 16

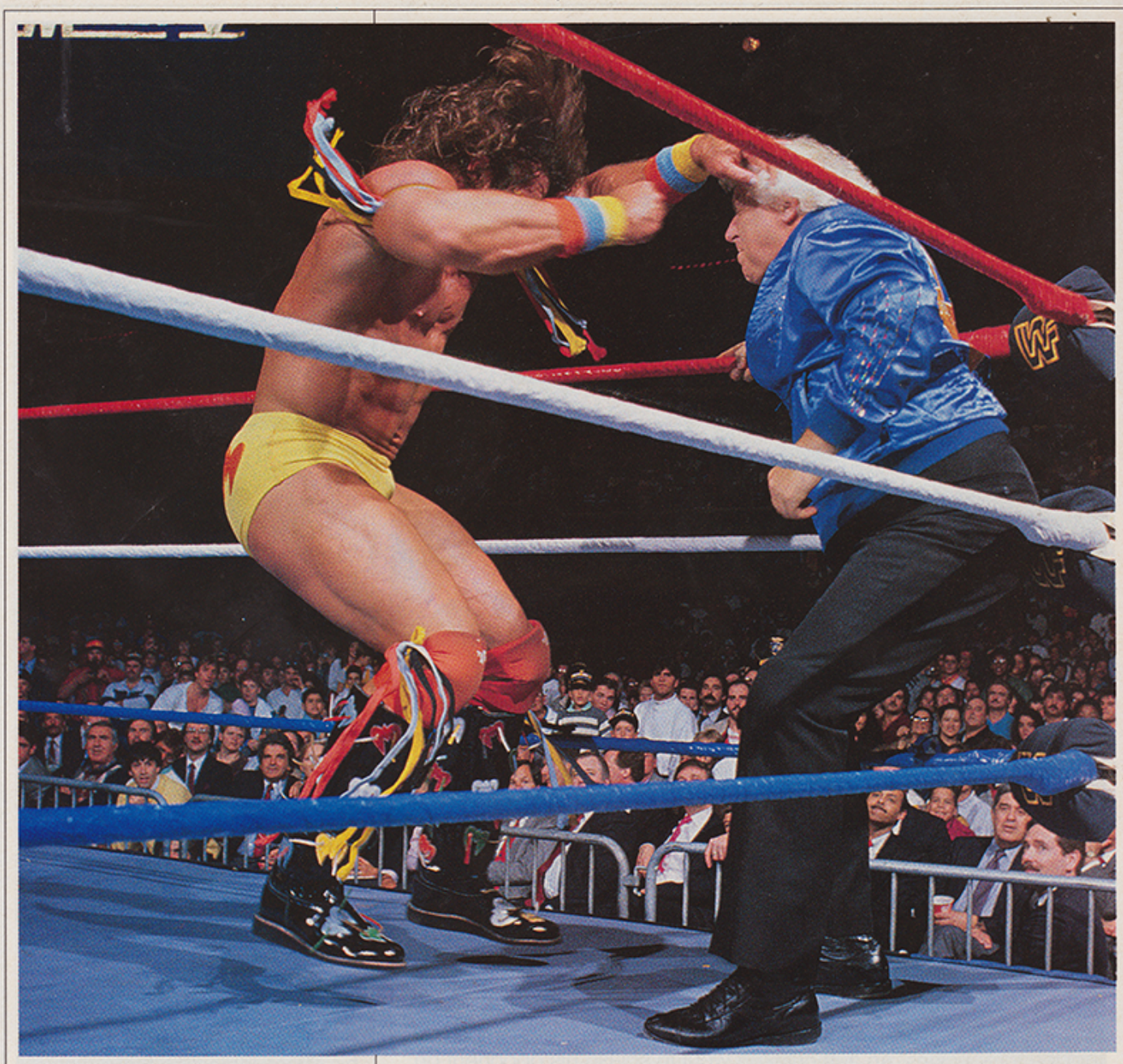
The answers to questions 1 through 25 are as follows: **TAKING THE TITLE** 1) the Honky Tonk Man, 2) Brutus Beefcake, 3) seconds before the opening bell, 4) true, 5) a clothesline. **HEROES** 6) Achilles, 7) Alexander, 8) Caesar, 9) Viking, 10) the Honky Tonk Man. ***SURVIVOR SERIES*** 11) False, 12) Brutus Beefcake, 13) Sam Houston, 14) Outlaw Ron Bass, 15) Danny Davis, Greg Valentine or Bad News Brown. ***ROYAL RUMBLE*** 16) Posedown, 17) the fans, 18) Bobby Heenan, 19) a workout bar, 20) officials who had entered the ring to help him. **WARRIOR STUFF** 21) 275 pounds, 22) true, 23) yes, 24) Randy Savage, Hulk Hogan and Brutus Beefcake, 25) a beach towel.

Answers To Beefcake Trivia Tough Stuff

TOUGH STUFF answers: a) Beefcake came to Evans' rescue when he was being savagely beaten by Ron Bass. A week later, Bass attacked Beefcake, injuring him enough to cause him to miss *SummerSlam*, b) September, c) Bret Hart, d) A haircut, e) Jim Duggan and Jake Roberts.

Winners Of *Spotlight* Vol. 3 Tough Stuff

Craig Cameron, Elliot Lake, Ontario, Canada; *Adolph William Eckstein*, Manlius, New York; *Emma Gonzalez*, Valinda, California; *Ronnie Leftwich*, Gadsden, Alabama; *Brian Epley*, Billings, Montana.



The Warrior pounds Heenan after losing the match.

It was now evident that the match belonged to the champion. Rude had been weakened beyond his or Heenan's expectations, and the assailment showed no signs of lessening. The titlist blasted his foe with a short-arm clothesline and whacked him out of the ring with another clothesline.

Only Heenan could save the bout for his man. The manager watched, waited, then acted. A groggy Rude scrambled onto the ring apron, where he was met by the Warrior reaching over the ropes in preparation for a vertical suplex. As Rude went into the air, Heenan, at ringside, tripped the champion. The Warrior fell on his back, with Rude on top of him. Heenan held onto the titlist's boot as the referee counted one-two-three.

The Heenan family had cheated its way to the championship, and the Warrior was incensed. Rude grabbed his belt and raced toward the dressing room. Heenan was less fortunate. The Warrior chased and caught him, gorilla-pressing the manager and dropping him—behind the back—onto the mat. Then the Warrior took off down the aisle toward the dressing room after his enemy.

"I welcome future battles against the Ultimate Warrior," says the reigning Intercontinental Champion. "I got the better of him at the *Royal Rumble* and *WrestleMania V*. If he wants me to make a monkey of him another time, who am I to say no?"

The Warrior says that future confrontations *have to* take place. Rude has proved to be the former titlist's toughest adversary, and the Warrior will not rest until his superiority over the Heenan protégé is unequivocally established. At this point, the Intercontinental Championship is almost secondary. By beating Rude, the Warrior will reclaim the honor upon which he has built his career. WF

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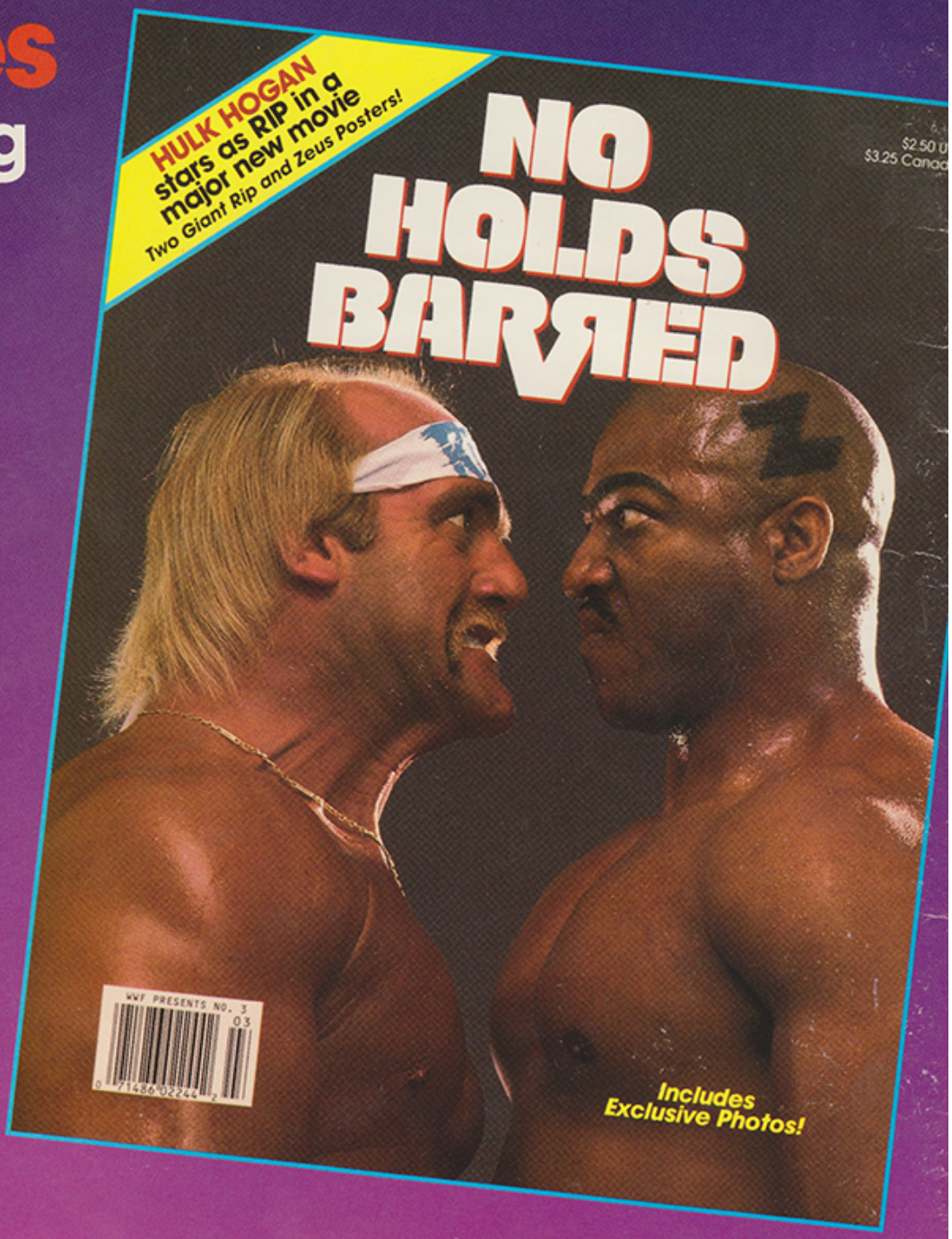

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